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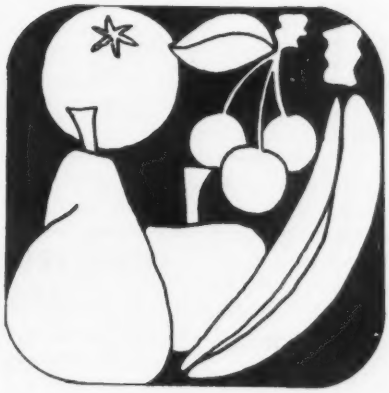
FRUIT Situation



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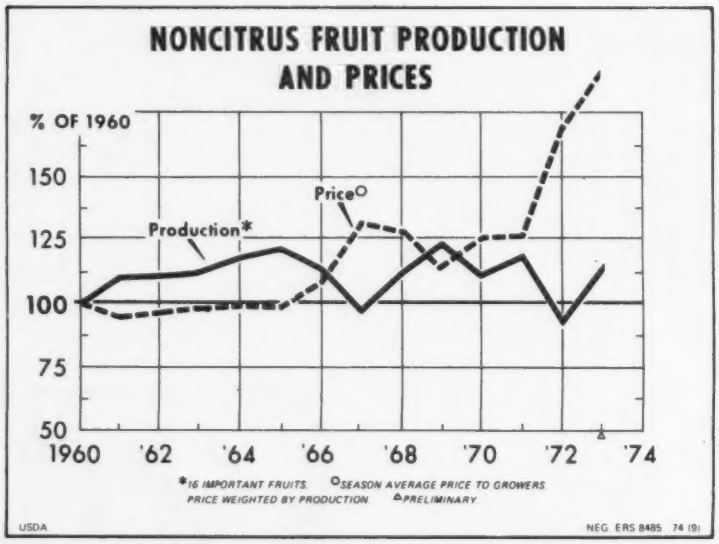
NONCITRUS FRUIT PRODUCTION AND PRICES
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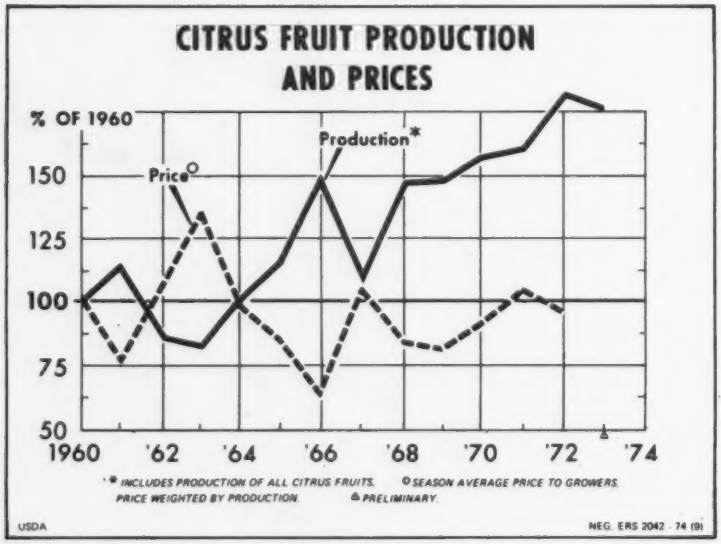
*16 IMPORTANT FRUITS. ○SEASON AVERAGE PRICE TO GROWERS. PRICE WEIGHTED BY PRODUCTION. △PRELIMINARY.
USDA
NEG. ERS 8485 - 74 (9)


CITRUS FRUIT PRODUCTION AND PRICES
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Production*
* INCLUDES PRODUCTION OF ALL CITRUS FRUITS. ○SEASON AVERAGE PRICE TO GROWERS. PRICE WEIGHTED BY PRODUCTION. △PRELIMINARY.
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THE FRUIT SITUATION

SUMMARY

The total 1974 deciduous fruit crop is forecast at 10.9 million tons, about the same as last year's utilized output, but nearly three-tenths above the small 1972 crop. Supplies of fresh citrus will be smaller than a year earlier until the new season gets underway in October. Prices at all levels for most categories of fruit will remain high during the remainder of 1974.

Apricots, pears, sweet cherries, and dried prunes head the list of smaller crops this season. These reductions are offset by moderately larger supplies of fresh nectarines and plums, California clingstone peaches, and tart cherries. U.S. production forecasts of apples, grapes, peaches (excluding California clingstones) and strawberries are virtually the same as last season.

Shipping point f.o.b. prices for fresh noncitrus fruit this season were generally higher with the exception of California plums and nectarines which reflected their record crops. Prices for sweet cherries, peaches, grapes, pears, and apricots were moderately higher than a year ago. With the progress of harvest, f.o.b. prices for major fresh deciduous fruits have been declining seasonally and will probably continue to do so through fall, but are expected to average above year-earlier levels.

The prospective supply situations for a number of processed noncitrus items, particularly frozen and dried, have improved and will be adequate during the coming marketing season. For example, frozen fruit and berries (particularly strawberries, blueberries, peaches, and apples) and dried fruits (particularly prunes and raisins) should be in adequate supply. Apricot products appear to be in shortest supply. However, except for canned clingstone peaches and apple products, canned noncitrus fruit will be relatively short once again this season primarily because canners' stocks at the beginning of the pack year were at the lowest level in recent times.

Partly reflecting higher grower production costs, price agreements for most fruit utilized for processing are being negotiated moderately to substantially higher than a year ago.

Supplies of fresh citrus, mostly from California, will be smaller than a year earlier until the new season gets underway in October. Prices received by orange growers have been generally above year-

CONTENTS

	Page
Summary	3
Noncitrus Fruit	4
Apples	4
Grapes	6
Peaches	7
Pears	7
Cherries	8
Nectarines, Plums and Prunes	8
Cranberries	9
Fresh Citrus	9
Oranges	9
Grapefruit	9
Lemons	10
Processed Citrus	10
Tree Nuts	12
Almonds	12
Walnuts	12
Per Capita Fruit Consumption	14
List of Tables	34
Special Article: Fresh Thompson Seedless Grapes—Prices, Costs, and Margins by Alfred J. Burns, Joseph C. Podany and N. A. Wynn	35

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and Summary released
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earlier levels while grapefruit prices have been below the relatively high levels a year ago. Prices for these two fruits will advance seasonally until the new crops move to market in volume. In response to a smaller crop, lemon prices have been substantially higher than a year ago and will remain high through early fall.

As a result of smaller citrus crops, total 1973/74 pack of processed citrus in expected to be less than last season. Demand for processed citrus products has been generally good in spite of higher retail prices. With substantially larger stocks at the beginning of the season, stocks of canned and frozen citrus items are now moderately to substantially above year-earlier levels. However, chilled citrus juice stocks currently are below a year ago.

Citrus trees this summer have been in generally good to excellent condition with fruit growth developing well.

Prices at all levels for most categories of fruit will remain high at least until the end of this calendar year. Consumer prices for fresh fruit will remain above year-earlier levels, reflecting lower remaining supplies of citrus fruit as well as strong demand and increased marketing costs. Prices for frozen and canned fruit will also remain above a year ago as processors pass sharply higher raw material, processing and marketing costs—tin cans, sugar, packing materials, and transportation—through to consumers.

Higher prices could meet with consumer resistance both at home and abroad, resulting in lower levels of domestic use, decreased export demand, or both, for fresh and processed U.S. fruit. Shipments and sales of some high-priced fruit products could lag if consumers substituted a relatively cheaper fruit and even some other food item in their purchasing patterns. The precise degree of substitutability among fruit products, and between fruit and other fruit items, has not been determined. With the likelihood of some switching, prices of some individual items may weaken as the season progresses. The real questions concern how much weakening and for which products. These are among the most pressing uncertainties facing fruit marketers during the 1974/75 season.

RECENT DEVELOPMENTS AND OUTLOOK

NONCITRUS FRUIT

Apples

1974 Crop—Changes in the Pattern of Supplies

The August 1 forecast of this year's total U.S. apple production is nearly the same as last year's. The estimate at 6.2 billion pounds is 1 percent less than last year, but 5 percent more than the 1972 utilized crop. However, there has been some changes in the pattern of supplies this season with increases in the East and Central States nearly offsetting smaller crops in all Western States.

The East expects a crop of 2.6 billion pounds, 4 percent above last year with New York, North Carolina, and New England accounting for the increase and offsetting smaller crops in Pennsylvania, Virginia, West Virginia, and Maryland. In the Central States, production at 1.1 billion pounds is about one-third larger than the 1973 crop. Michigan's apple crop is expected to be 670 million pounds, about 52 percent above the short 1973 crop.

The Western States production is forecast at 2.4 billion pounds, 15 percent less than last year.

Table 1.—U.S. noncitrus fruit: Production, 1972, 1973, and indicated 1974

Crop	Utilized		
	1972	1973	1974
	1,000 tons	*1,000 tons*	*1,000 tons*
Apples	2,935	3,102	3,083
Apricots	127	158	94
Cherries, sweet	95	154	135
Cherries, tart	134	87	123
Cranberries	[1] 104	105	112
Grapes	2,570	4,218	4,209
Nectarines	86	87	100
Peaches	1,204	1,302	1,446
Pears	608	720	704
Prunes and plums	353	751	644
Strawberries	229	239	240
Total	8,445	10,923	10,890

[1] Includes cranberries put in set aside under the cranberry marketing orders.

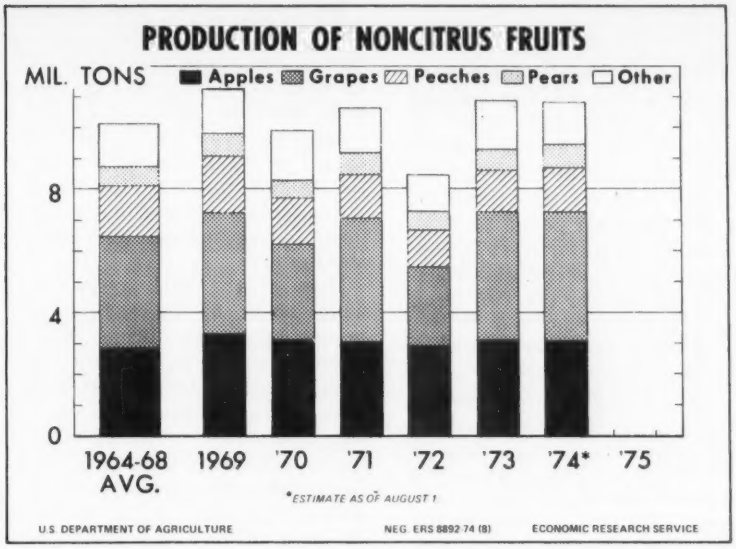


Table 2.—Apples: Regional production, 1972, 1973, and indicated 1974

Area	Utilized		Indicated
	1972	1973	1974
	Billion pounds	*Billion pounds*	*Billion pounds*
East	2.53	2.49	2.59
Central States	1.25	.85	1.14
West	2.09	2.86	2.44
Total U.S.	5.87	6.20	6.17

Washington expects about a one-tenth smaller crop at 1.65 billion pounds. Production in all other Western States will also be lighter than in 1973 (table 5).

Production of the leading apple varities, Delicious and Golden Delicious, is expected to register a decline this season. The forecast for Delicious at 2,058 million pounds, is down 5 percent from last year and accounts for 33 percent of 1974 production. The Golden Delicious estimate of 949 million pounds is 2 percent below a year ago, and represents 15 percent of this year's crop. Production decreases are also expected for Rome Beauty, off 13 percent; and York Imperial, 31 percent less. Significant increases are forecast for McIntosh, up 37 percent from last year; and R.I. Greening, up 79 percent (table 6).

Utilization of the 1973 Crop

The share of the total 1973 apple crop utilized for processing continued to be relatively stable, accounting for 44 percent. Apples used for applesauce and other canning registered an increase and accounted for 20 percent of the 1973 crop, a 3 percentage point increase from 1972. The utilization of apples for frozen products took 4 percent for each of the past two seasons while dried products doubled their share to 4 percent. The only category to register a decline was apples utilized for juice which dropped from nearly 18 percent of the 1972 crop to about 14 percent.

The share of total apple crop used fresh had been relatively constant in recent years. Fresh use was about 56 percent of the 1973 crop.

Exports Increase

Fresh apple exports during the 1973/74 season (ending June 30) increased 19 percent to 178.3 million pounds. However, exports still represented less than 3 percent of total U.S. utilization. As usual, Canada took the largest share, over 50 percent this season, while the European markets took 10 percent—28.1 million pounds less than a year earlier.

Imports of fresh apples during the 1973/74 season were 16 percent lower than the year before, and totaled about 90.1 million pounds. Imports of apple juice during calendar 1973 at 20.6 million gallons, were nearly one-fifth less than in 1972 with South Africa and Australia the major suppliers. During the first half of 1974 imports of apple juice at 8.3 million gallons were down 10 percent from a year earlier. Supplies from France during this period increased substantially as imports from South Africa and Australia were off considerably.

Prices

Season average prices received by apple growers for the 1973 crop were higher in all regions of the U.S. Most significant increases occurred in Eastern and Central States where production was off significantly last season. The U.S. average grower price for all sales was estimated at 8.8 cents per pound, 37 percent higher than for 1972. Growers received an average 10.8 cents per pound for U.S. apples used fresh, up from 8.92 cents for the 1972 crop. For processing apples, average grower prices doubled from $62.80 to $124.00 per ton for the 1973 crop reflecting the strength of processor demand.

Grower prices for apples early in the 1974 season may average slightly below last year's high levels with a larger fresh supply available from Eastern and Central States this year. In addition, processor demand is not expected to be as strong this season as it was during 1973/74. However, grower prices for fresh apples may average above year earlier levels during the coming winter and spring months since supplies from Washington State will be moderately lower this season.

Grapes

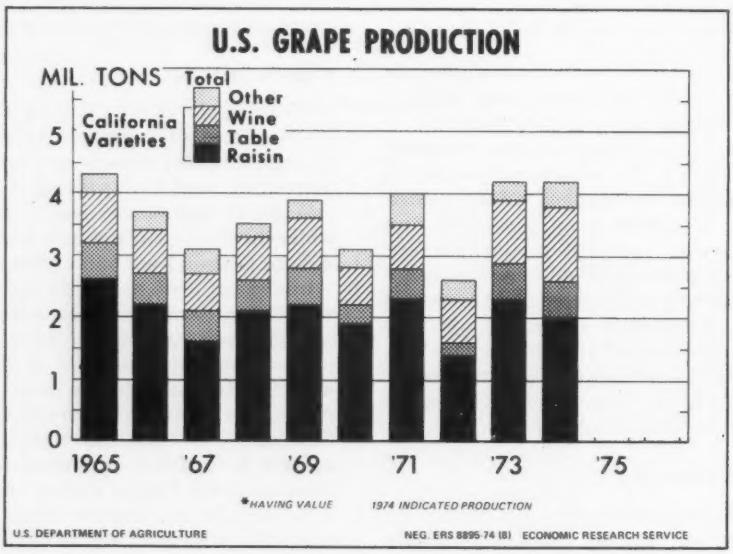
The production situation for U.S. grapes this season at 4.2 million tons is virtually the same as last year's large crop. Like apples, some shifts in supply did occur this season. California's estimated crop of 3.8 million tons is down 3 percent from last year. California's raisin varities at 1.95 million tons will be down 17 percent from last year, but anticipated increases of 22 percent in wine varities and 12 percent in table varities will be largely offsetting (table 8).

Production in New York, Michigan, Pennsylvania, Ohio, and Washington, major grape processing States, represents 9 percent of the U.S. total and is forecast to be 37 percent more than the short crop last year. New York's crop at 198,000 tons is 55 percent larger than in 1973 and nearly double the short 1972 crop. This year's prospect is in the range of the record 200,000-ton crop of 1971, primarily because of high yields and an increase in acreage. Michigan expects its grape crop to double to 47,000 tons from last year's short crop.

Most of the U.S. grape crop is crushed for wine—about 61 percent of last year's utilized production. In California, 96 percent of the wine varieties were crushed during the 1973/74 season with the remainder shipped fresh. In addition, more than half of California's raisin and table varities were crushed for wine last season. Raisin production, the second most important outlet for grapes, utilized 23 percent of the 1973 U.S. grape output, compared with 17 percent in 1972. Fresh usage accounted for one-tenth of 1973 U.S. grape production while the remaining 6 percent was used for canning, juice, jam, jelly, etc.

Last season's U.S. average grape price received by producers was $159 per ton, down about 4 percent from the previous season. As expected, prices varied greatly by producing area, variety of grape, and utilization. For example, last season's prices were $455 per ton in Arizona (primarily fresh market) but averaged $122 for raisin varieties (fresh equivalent of dried and not dried) in California.

The average price paid by raisin packers for the 1973 crop was $700 per ton (dried basis), up 25 percent from 1972. Currently, the California raisin price for



the 1974 crop has not been established and no price offers have been reported. Since not all raisin grapes are dried, the price outlook depends largely on production and just how much the wine industry will absorb. Some industry observers indicate the 1974 raisin production will equal or slightly exceed that of 1973. Stocks of raisins as of August 1, were substantially larger than a year ago when stocks were small; thus if industry estimates of production are realized supplies will be large enough to cause some downward pressure on prices. However, foreign demand for raisins is expected to continue strong since Australia and South Africa report a cut in raisin production, and Turkey reports 25 percent of its Sultana vineyards damaged by an April freeze.

Fresh grape shipments from California through mid-August this season were running about 13 percent below year-earlier levels. In mid-August, shipping point prices for Ribier f.o.b. Kern District, Calif. were reported at $7.20 per 23 pound lug, compared with $6.38 quoted in mid-August 1973.

Peaches

U.S. peach production is forecast at about 2.9 billion pounds, 11 percent more than utilized in 1973 and 20 percent above 1972. The August 1 forecast for California clingstone peaches was reduced 2 percent from July to 1.58 billion pounds but still 22 percent above 1973. Rains during the early part of July resulted in brown rot disease in the early varities.

Excluding California clingstone, total peach production is about the same as last year at 1.3 billion pounds, with most of these peaches sold fresh. Supplies were down substantially in the Southeastern region, particularly South Carolina and Georgia. The California freestone crop was forecast 12 percent larger than a year earlier. Production in the Appalachian district of Maryland, Pennsylvania, Virginia, and West Virginia is expected to be one-third larger than the 1973 crop. Larger supplies were also forecast for New Jersey, New York, Michigan and Ohio.

With this pattern of production, early prices for fresh use were significantly higher than last season; but as shipments from more northern areas increased in volume, prices have declined to levels closer to those of last season. In June the average U.S. price received by growers for fresh use was 21.2 cents per pound, compared with 14.1 cents in June 1973. However, prices in July declined from June to 14.0 cents per pound, but still above the 13.2 cents in July 1973. In mid-August shipping point f.o.b. prices continued moderately to significantly above last season depending on variety, quality and location, and are expected to continue so the remainder of this season.

Last season, canners took 54 percent of the total U.S. crop, and California clinstones accounted for nearly 90 percent of the total U.S. pack of canned peaches.

Canners' stocks of clingstone peaches at the beginning of the new pack year were at the lowest level in years—only 1.4 million cases (24-2½'s) compared to 1.6 million cases on June 1, 1973. However, should the 1974 pack fully reflect the 22 percent larger clingstone crop, the resulting total supply of approximately 27 to 27.5 million cases would be much larger than the 23.2 million cases available during 1973/74.

As reported in the July *Fruit Situation*, the canners agreed to pay members of the California Canning Peach Association a base grower price of $132.50 per ton, up from $97.50 last year. In addition, canners and the California Freestone Peach Association have agreed on the price of $135 per ton, roadside, for the pricipal canning freestones the Fay Elberta variety. The price is based on a 5 percent variable tolerance, and a 2⅛ inch minimum size. The agreement represents a 35 percent increase over last season's price. They also agreed on $130 per ton for Regular Elbertas.

With the fresh market continuing to take considerably more California freestones than a year ago, the pack is likely to be smaller this season than last year's 2.9 million cases (24-2½'s).

Wholesale prices for canned peaches continued to advance sharply in recent months with the BLS price for July at $4.95 per case (12-2½'s), up from $4.36 in June 1974, and $3.59 in July 1973.

Exports of canned clingstones in 1973/74 season amounted to 2.8 million cases (24-2½'s) compared to 2.6 million during the previous season.

USDA announced two purchases of canned peaches. On July 26, 114,800 cases (24-303 cans/case) were bought for distribution through the needy families programs. No such purchases were made last year. On August 8, 283,800 cases of canned peaches packed in 6-No. 10 cans per case were purchased for distribution through the child nutrition program. Last year under a similar program, 39,600 cases were purchased.

Processors of freezing type California freestone peaches settled with the California growers for $135 per ton, roadside, for Rio Osos and other late varieties. A year ago freezers paid $120 per ton for the Rio Osos and $130 for other late varities. Storage stocks of frozen peaches on August 1 were about 25.3 million pounds, substantially above the supplies on hand the same data last year.

Pears

The 1974 pear crop is forecast at 703,600 tons, 2 percent less than last year's utilized crop, but nearly 16 percent higher than the 1972 crop.

Bartlett pear production in the 3 Pacific Coast States at 479,000 tons is 6 percent below last year.

Most of these pears are produced for canning with nearly three-fourths of last season's crop utilized in this manner. Small additional volumes of Hardy pears are also produced in California for the canning market.

Stocks of canned pears on June 1 were sharply below a year ago and lowest in recent times. With reduced pack prospects, this season's total supply will likely be moderately smaller than last season's 12.3 million cases (24-2½'s). Wholesale prices for canned pears have increased significantly during the past marketing season. During July BLS reported the average wholesale price at $5.95 per case (12-No. 2½ cans per case) compared to $4.89 per case for July 1973. Prices at all levels are expected to remain strong in view of the smaller supply and higher price of raw product. The California growers and canners have agreed on a field price of $165 per ton for No. 1 grade Bartletts and $163 for Hardies, roadside at the orchard, compared to $115 and $113, respectively, last season. Northwest processors and growers have agreed on a price of $160 per ton for No. 1 grade Bartletts 2½ inch and larger; this is $50 more than last year.

The production of fall and winter pears in Washington and Oregon is expected to total 172,000 tons or about 6 percent larger than in 1973. These pears are mostly destined for storage and delivery to the fresh market during the winter and spring.

Most of the remaining U.S. pear production is centered in Michigan and New York. Both States expect larger crops this season at 14,000 tons each, compared to 12,600 tons in New York and 9,500 tons in Michigan a year ago. These increases are somewhat offset by smaller crops in Utah, Idaho, Colorado, and Connecticut.

Fresh shipments of Bartlett pears from California through mid-August were considerably below a year earlier. Consequently, Sacramento Valley f.o.b. Bartlett prices were $9.00 per standard box, wrapped pack, 90-150's, compared with generally $7.50 per box last season. Shipping point prices for Bartlett pears at Yakima, Washington have also opened substantially above year earlier levels. Although production of winter pears in the Northwest is slightly higher, late-season pear prices are not likely to weaken significantly.

U.S. exports of fresh pears during the 1973/74 season increased to approximately 86 million pounds, 61 percent above a year earlier. Most of the increase was accounted for by Europe and Canada, the largest foreign buyer of U.S. fresh pears. During the same period U.S. imports of fresh pears declined sharply to 18.5 million pounds as domestic supplies during 1973 recovered from the short crop of 1972. Once again Austrália was our major supplier.

Cherries

Smaller Supplies of Sweet Cherries

Supplies of sweet cherries were lighter this summer, with smaller crops in the important Western States. Total sweet cherry production at 135,000 tons was 12 percent lower than last year's production, but 42 percent higher than the extremely short 1972 crop. Output in the Western States at 110,150 tons was down 18 percent from a year ago, while production in the 3 Great Lake States was up substantially, nearly one-quarter above last year's utilized production.

Reduced production levels were reflected by reductions in fresh shipments. Sweet cherry shipments at the end of July were about a quarter below a year-earlier levels and fresh prices at major shipping points were higher.

Although the volume of the crop shipped fresh during the 1974 season is not known, fresh utilization accounted for 54 percent of last year's crop compared to 44 percent in 1972. Brining outlets accounted for 35 percent of the 1973 sweet cherry crop and about 46 percent in 1972.

Larger Crop of Tart Cherries

Tart cherries are in more abundant supply this summer. The U.S. crop is placed at 123,450 tons, up 42 percent from last year's short crop. Total production for the Great Lakes States, which account for about 90 percent of the total U.S. crop, is 111,100 tons—up 50 percent from last year. In Michigan, the leading State, production is up nearly two-thirds from the 58,000 tons used in 1973. Most tart cherries are produced for freezing, which accounted for 65 percent of the crop in 1973 and 61 percent in 1972. Canning outlets took 27 percent of the 1973 utilization and 31 percent in 1972. The remaining small volumes were shipped fresh or used for juice, wine or were brined.

At the beginning of the current pack year July 1 inventories of both frozen and canned tart cherries were down substantially from a year ago. The carryin for frozen items was down 41 percent to 16.1 million pounds, while canners' stocks on July 1 were the lowest on record—only 4,506 cases (24-2½'s). However, with higher production prospects, supplies during this season will be substantially larger than during the 1973/74 season.

Nectarines, Plums and Prunes

Output of both fresh plums and nectarines in California was significantly greater this year than a year ago. Nectarine production was estimated at 100,000 tons, up 15 percent from last year. California's fresh plum crop was 130,000 tons, about a third more than in 1973 and 1972. Fresh shipments of California plums and nectarines exceeded year-earlier levels throughout the season with prices

generally lower. Although recent shipping point prices (mid-August) have firmed, season average grower prices for California nectarines and plums are expected to average below a year earlier.

Production of prunes and plums in Michigan, Idaho, Washington, and Oregon is forecast at 64,000 tons, 2 percent less than last year's utilized crop, but 53 percent more than the light 1972 crop. Michigan, Oregon, and Idaho prospects are below last year while Washington expects its best crop since 1969. The fresh market and canning account for most of the prunes and plums produced in these 4 States. In 1973, about 43 percent of the crop was used fresh with most of the remainder used for canning.

Dried prune production in California is forecast at a sharply lower volume this season. The tonnage being estimated is 155,000 dried tons, nearly one-quarter below the 1973 level. August 1 carryover of dried prunes has been estimated at about 54,000 tons, considerably above last year's low level of 4,541 tons. Thus, despite the sharply smaller pack this season, total supply for the 1974/75 season will remain ample due to the large carryover. Because of anticipated prune supplies the Prune Administrative Committee in California has recommended, and USDA has proposed, that 75 percent of the 1974 California dried prune crop be designed salable to meet expected carryover requirements. The remaining 25 percent—reserve pool—could be used to satisfy additional demand, develop new markets, or augment short supplies.

Cranberries

The first forecast of the Nation's 1974 cranberry crop is about 2.2 million barrels, 6 percent more than last year's total crop and 8 percent above 1972. Increased production over last year in New Jersey, Washington and Wisconsin will more than offset smaller crops in Massachusetts and Oregon. Much of the increase in production will come from Wisconsin which expects 900,000 barrels, an increase of 19 percent and its largest crop of record.

Production utilized during each of the last 2 seasons was approximately 2.0 million barrels. During 1973, 1.5 million barrels were processed, down from 1.6 million processed in 1972. Fresh use increased from 0.3 million barrels in 1972 to 0.4 million barrels during 1973. The remainder is accounted for by shrinkage or cranberries lost due to dehydration and berry breakdown after delivery.

FRESH CITRUS

Oranges

Remaining Supplies of California Valencias Nearly as Large as a Year Ago

Most remaining supplies of 1973/74 crop oranges are California Valencias. They will provide the bulk of fresh market supplies until new crops mature this fall. In late July about 10 million boxes of California-Arizona Valencias remained for late-season marketing, only slightly less than the quantity available during the same period last summer even though the total crop was estimated almost 14 percent less than the 1972/73 season. Fresh use of California-Arizona Valencias so far this season has been almost the same as a year ago, while processing use has been only half of last year's volume. During 1972/73 a large proportion of the freeze-damaged Valencia crop from the Central District of California was diverted to processing outlets. Thus, with a small quantity of oranges available for the summer, fresh use will remain the principal outlet and processing uses are likely to remain substantially below last season.

Fresh Orange Prices Above Year-Earlier Levels

In response to a smaller California Valencia crop, f.o.b. prices for California Valencias for fresh shipment have been above year earlier levels since May. However, f.o.b. California Valencias packed fresh declined from $7.35 a box to $6.85 from June to July, but still was 9 percent above a year ago. In view of light supplies remaining for the season, prices are expected to continue above last year until the new season gets underway in October. With high prices for California Valencias in prospect, retail prices for fresh oranges will continue to average above year-earlier levels. In July, BLS-reported retail prices for oranges averaged $1.11 a dozen compared to $1.02 last year.

Foreign Trade Balance Improved

U.S. exports of fresh oranges and tangerines during November 1973-July 1974 totaled 8.3 million boxes. This was about one-fifth above the same period last season. Canada, the principal purchaser of U.S. oranges, took substantially more than last year. Shipments to Europe and other countries also increases substantially. In contrast, imports of fresh oranges during the first 7 months of 1974 were down one-fourth from last year in spite of a smaller domestic orange crop. The principal suppliers sent us less: Mexico was down almost one-third; Israel, one-sixth.

Grapefruit

Summer Supplies Light

Remaining supplies of fresh grapefruit, now mostly from southern California, will continue seasonally

light until harvest of new-crop Florida grapefruit in September. This season's California grapefruit crop was considerably smaller than a year ago. Since the volume of grapefruit used fresh has been almost the same as a year earlier and processing use has been substantially less so far this season, the remaining supplies as of late July were almost the same as a year earlier.

Prices Stay Low

With the 1973/74 grapefruit harvest nearing completion, U.S. on-tree returns to growers for fresh market grapefruit have advanced seasonally in recent months, but have remained substantially below the high level of a year ago. In July, U.S. on-tree returns to growers for fresh market grapefruit were $3.18 a box compared with $3.74 a year ago. Demand for fresh grapefruit appears to be lagging moderately behind the pace of last season. Through mid-August this season, total fresh grapefruit unloads in 41 major markets were 7 percent less than a year earlier. However, because of increased marketing costs, retail prices of fresh grapefruit most months of this season have been slightly above the corresponding period a year ago. But BLS-reported retail prices for fresh grapefruit during July averaged 20.8 cents each or 7 percent below a year earlier. In view of the limited remaining supply, fresh grapefruit prices received by growers are expected to continue upward until the new season gets underway but probably will not reach the high levels recorded a year ago.

Exports Strong

Fresh grapefruit exports during the 11 months ending July 1974 were 6.2 million boxes, up 22 percent from last season. The continued increase in exports to Japan was chiefly responsible. Shipments to Canada decreased substantially and accounted for nearly one-fourth of total exports compared with slightly more than 37 percent a year ago. The European market took approximately one-tenth of total exports, down only slightly from last season. Exports to Japan increased 70 percent and accounted for two-thirds of total exports.

Lemons

Summer Supplies Up Slightly

The 1973/74 California-Arizona lemon crop is expected to be 17.4 million boxes, approximately one-fourth below last season's record crop. Harvest is still in progress in California but has been completed in Arizona. Through early August, shipments to processing outlets were substantially below a year earlier. This was primarily because the 1973/74 frost-damaged fruit resulted in a high elimination rate at the packinghouse. Movement ot fresh markets was only down slightly and supplies remaining for marketing exceeded those of a year earlier.

On-tree Returns Remained Substantially Higher

Fresh lemon prices continued to advance seasonally in July, but they were substantially below the high levels early in the season. In July, on-tree returns to growers for fresh lemons was $6.30 per box, 39 percent above the relatively low levels of a year ago. As a result of the smaller crop, fresh lemon shipments were down substantially from a year earlier. The new shipping season started in very small volume. Grower prices for lemons are likely to remain high through early fall.

Exports Down

U.S. exports of lemons have been deterred by smaller crops. Exports of lemons and limes from November 1973 through July 1974 totaled 4.3 million boxes, a decrease of 2 percent from the corresponding period a year ago. Decreased shipments were reported to all usual export areas with the largest decline taken place in the European markets, down 9 percent.

PROCESSED CITRUS

Output Down in 1973/74 Season

As a result of the smaller citrus crop, total U.S. 1973/74 pack of processed citrus is expected to be less than last season. The Florida citrus packing season finished earlier than last year. With the exception of canned and frozen grapefruit items, output of processed citrus items in Florida was slightly to moderately smaller than a year earlier. Less processing use of California-Arizona citrus has also been reported so far this season. The packing season in Texas finished earlier than a year ago. Texas packed nearly 9.6 million cases (24/303) of canned citrus products compared with 9.9 million last season. Carryover of most canned and frozen citrus items in Florida will be above year-earlier levels, while chilled citrus juice on hand is likely to be below a year earlier.

Frozen Concentrates

The 1973/74 pack of Florida frozen concentrated orange juice was about 171.8 million gallons as of August 10, slightly below a year earlier. However, with carryover stocks last fall of about 48 million gallons, packers' supplies including imports this season amounted to approximately 224 million gallons, 10 percent above 1972/73. Demand for frozen concentrate has been good. Movement to the trade so

far this season was about 7 percent higher than last season. Exports of frozen orange concentrate for the season through June have been nearly 8.2 million gallons, 14 percent more than last year. But with a carryin 73 percent larger than last season, Florida packers' stocks of FCOJ as of August 10 were 105 million gallons, 11 million gallons above the heavy stocks on hand a year earlier. The Florida citrus industry recently has conducted a merchandising program to stimulate sales. Recent weekly rates of movement from packers to the trade have been running substantially above year-earlier levels. So far this season, weekly rate of movement has averaged 3.33 million gallons compared with 3.12 million last season. However, it appears that carryover of FCOJ at the end of the current season is likely to be substantially above year-earlier levels.

Grower prices for Florida oranges used for frozen concentrate have averaged moderately above those of a year ago. In early August, spot prices for oranges for frozen concentrate were reported at $2.81 per box, compared with $2.42 for the comparable period a year earlier. However, because of larger stocks on hand, the price of Florida orange concentrate at processing plants has been steady at $1.88 per dozen 6-ounce cans (unadvertised brands) with the exception of two promotional allowances. In early April, Florida citrus packers offered promotional allowances and discounts for frozen concentrates shipped through May 3 which resulted in an effective price of $1.76 per dozen 6-ounce cans. The second promotional allowance and discount was effective for orders made by July 27 and shipments by August 10 which resulted in an effective price of $1.63 per dozen 6-ounce cans. After the promotion the effective f.o.b. prices varied by processor from $1.88-$2.03, but prices have currently settled at $1.88.

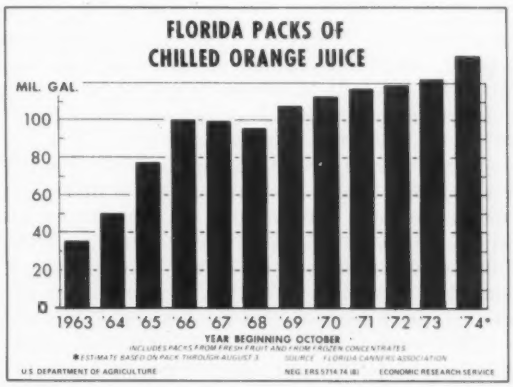
However, prices at retail since March have shown a gradual upward trend and in July were 25.6 cents a 6-ounce can, slightly higher than a year ago. But frozen orange concentrate is still one of the few food items that has not increased significantly in price in recent years. In view of the large stocks of frozen orange concentrate on hand, f.o.b. prices probably will remain relatively steady until the new crop estimates become available in October. Current citrus conditions in Florida is excellent with fruit growth developing well.

Excluding reprocessed gallonage, the 1973/74 pack of frozen concentrated grapefruit juice had reached almost 9 million gallons as of August 10, slightly more than the corresponding period a year ago. Thus, with movement slightly less than a year ago and a 26 percent larger carryin at the beginning of the season, there were 7.2 million gallons of grapefruit concentrate in inventory as of August 10, one-fifth above a year ago.

To facilitate orderly marketing of frozen concentrated orange juice, a State marketing order has been proposed to establish a reserve pool for FCOJ beginning with the 1974/75 season for the Florida citrus industry. A referendum has been ordered by the Florida Citrus Commission, and growers and processors were casting their ballots until August 30. If the referendum is passed, the marketing order will go into effect on September 30, 1974.

Chilled Products

Despite a smaller orange crop, Florida's 1973/74 output of chilled orange juice to August 10 totaled 127.9 million gallons, 7 percent above the corresponding period in 1972/73. The increases were recorded from both fresh fruits and reconstituted bulk frozen concentrate. Total pack for the 1973/74 season is expected to set another record as packers will continue to turn increasingly to frozen orange concentrate for processing into chilled juice for the remainder of the season.



In spite of higher prices, demand has been strong for chilled orange juice. Total domestic movement through August 10 was 113.2 million gallons, 8 percent above a year ago. For the first 10 months of the 1973/74 season (October 1973-July 1974), chilled orange juice prices at retail averaged 49.1 cents per quart compared with 47.8 cents during the corresponding period the previous season.

With a slightly larger Florida grapefruit crop, the current season's pack of chilled grapefruit juice in Florida (excluding single-strength reprocessed gallonage) had reached 16 million gallons as of August 10, 7 percent above year-earlier levels. Movement has been strong, up almost 1 million gallons from a year ago, leaving smaller stocks on hand as of August 10.

Canned

The citrus packing season in Florida is virtually finished. Total pack of canned citrus products was

36.6 million cases (24-2's), slightly below a year earlier. The decrease was primarily attributed to a decrease of one-fifth in canned orange juice pack, while the canned grapefruit pack was more than last season. With the exception of canned grapefruit juice, movement of all canned citrus products has been slightly less than a year ago. In spite of the smaller pack, slow movement and a larger carryin at the beginning of the season have resulted in larger stocks of canned citrus products, approximately 7 percent above a year earlier as of August 10.

After the significant fluctuation in prices of Florida canned orange and grapefruit juice during the season, current list prices of canned single-strength orange juice (1 dozen of 46 ounces, f.o.b. Florida canneries) have currently stabilized at $4.35 compared with $4.00 last year. Likewise, canned single-strength grapefruit juice prices have leveled at $4.50 (a dozen of 46 ounces, f.o.b. Florida canneries) compared with $3.75 a year ago. If processing costs continue to increase, canned citrus prices may rise even higher than current prices.

TREE NUTS

Almonds

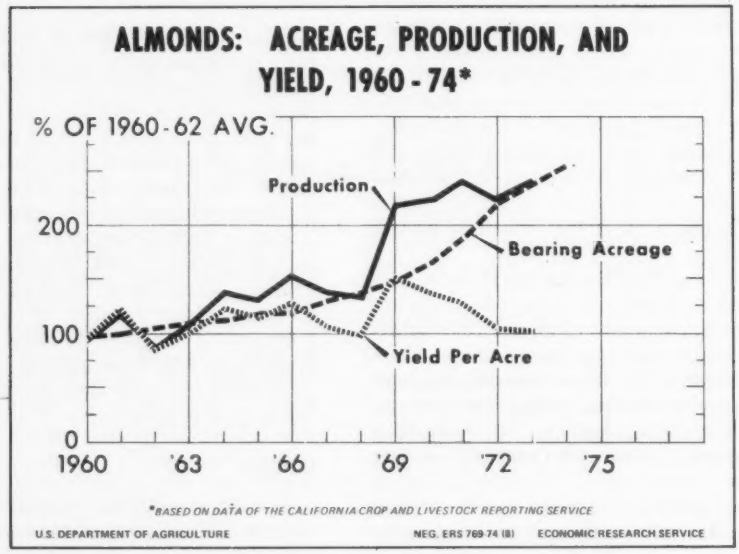
California almond production is forecast at a record 180,000 tons in-shell. This is a third more than the previous record crops of 134,000 tons in 1971 and 1973. The continued increase in almond production largely reflects a steady upward trend in bearing acreage. California almond bearing acreage has been trending upward from 89,259 acres in 1961 to an estimated 229,180 acres in 1974. However, yield per acre has stayed relatively stable since 1960. The historical trends for bearing acreage, production, and yield per acre for California almonds from 1960 to 1974 are shown in the following chart.

As of June 30, 1974, total movement of shelled almonds for this season amounted to 131 million pounds (includes reserve and salable shipped into export), almost one-tenth below year-earlier levels. This was due mainly to the slower movement in the domestic market, while U.S. exports of shelled almonds from August 1973 through June 1974 were one-fifth more than a year ago. Unshelled almond exports during the same period were also slightly more than last year's 2,700 tons. However, the export market for this year does not look very bright. Foreign production (in Spain, Italy, Iran, Portugal, and Morocco) is forecast to be up almost 50 percent from last year's depressed crops.

Prices received by almond growers were sharply higher for the 1973 crop. The average grower price was $1,440 per ton, compared with $785 for the 1972 crop. However, with a larger inventory plus a substantially large crop in prospect and a weaker export demand, almond prices probably will not reach year-earlier levels. New crop openings are not expected until the end of August. The USDA has proposed that none of the 1974 crop will be set aside for reserve outlets, thus the entire crop will be salable.

Walnuts

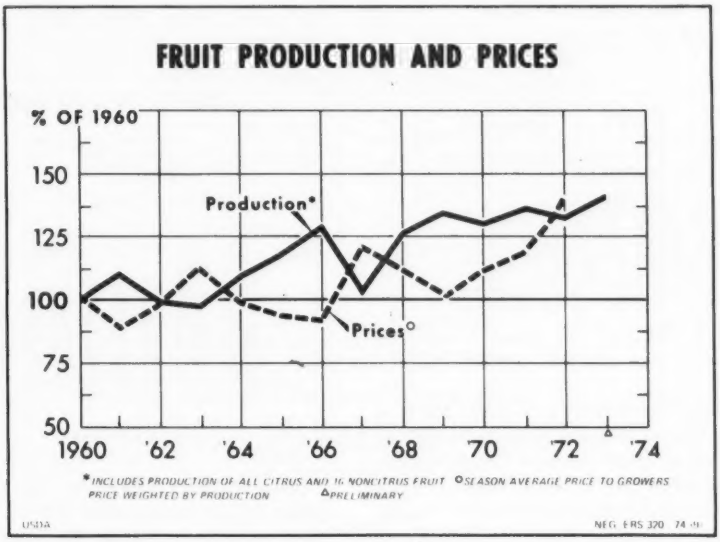
The 1974 walnut crop is forecast at 141,200 tons, 19 percent below last year's record crop. California production at 140,000 tons is down 19 percent from last year's record output of 173,000 tons, but is still 20



percent more than 1972's utilized production. The crop is developing well, but set varies from poor to good depending on variety and area. Harvest of early varieties will begin in early September. Oregon's crop is forecast at 1,200 tons, one-fifth more than last year's utilized crop. The crop in general looks good with some blight showing up.

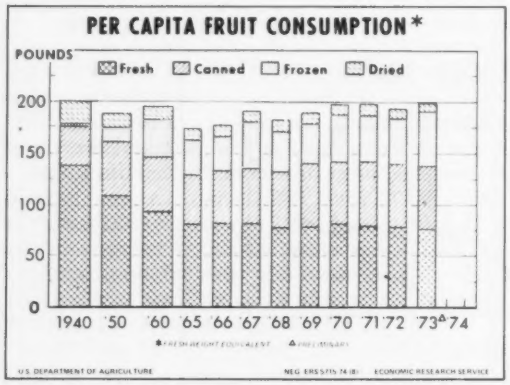
According to the Walnut Control Board in California, in-shell walnut shipments to both domestic and foreign markets for the 1973/74 marketing year amounted to 90 million pounds, up 16 percent from last year. The increase was primarily attributed to larger exports, up 28 percent, while shipments to the domestic market were up only 7 percent and its share declined to 56 percent from 60 percent a year earlier. Shipments of shelled walnuts during the same period increased 10 percent, but the bulk of the crop is utilized domestically.

Despite a larger crop, prices received by walnut growers were slightly higher for the 1973 crop. The average inshell price was $580 per ton, compared with $564 for the 1972 crop. New crop prices have not yet been established. However, good domestic and foreign demand is in prospect.



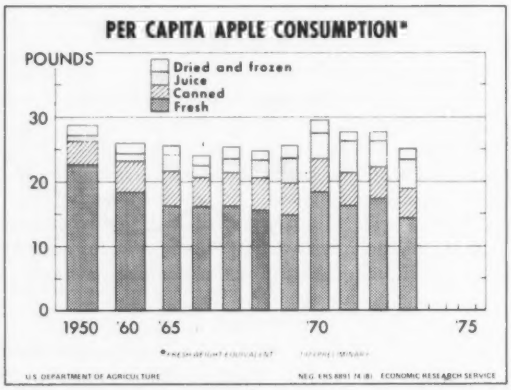
PER CAPITA FRUIT CONSUMPTION

During 1973, civilian per capita consumption of fresh and processed fruit increased about 6 pounds to 199.2 pounds, 3 percent above 1972. This substantial increase more than offset a 4 pound drop during 1972.



Although per capita consumption of fresh fruit was off slightly to 75.6 pounds, the use of processed fruit rose about 6 percent to 123.6 pounds (fresh-weight equivalent). Almost all of the increase was in citrus products. On a fresh-weight equivalent basis, frozen citrus—mostly oranges used for frozen concentrated juice—showed the highest increase to 48.5 pounds, nearly one-fifth above 1972. Also, the steady increase in chilled orange and grapefruit juice consumption continued. In addition, more fresh oranges were eaten, increasing by nearly one-half pound to 15 pounds per person.

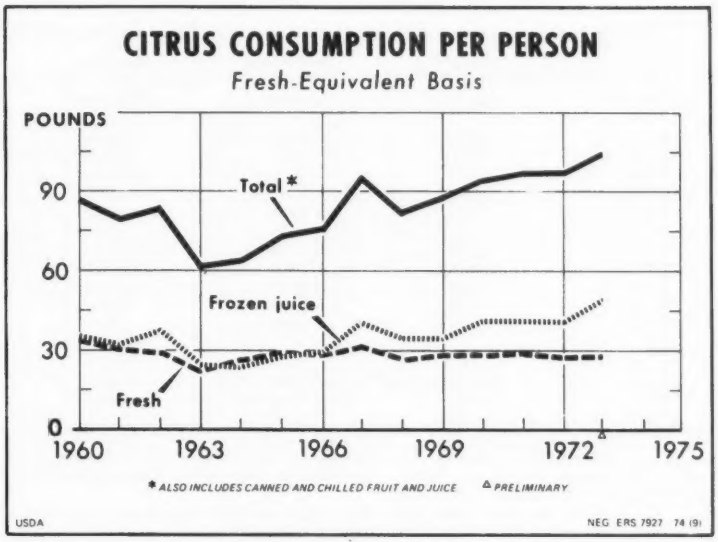
Noncitrus consumption, excluding apples, showed an increase of nearly 2 percent. Consumption of bananas, the major fresh fruit, increased from 18.1 pounds in 1972 to 18.4 during 1973. Canned noncitrus juice, excluding apple juice, increased nearly one-fifth, mostly due to greater consumption of pineapple juice. Canned noncitrus fruit were in tight supply because of the reduced carryin from the poor 1972 crop. Per capita consumption of apples and apple products (fresh equivalent) decreased about 3 pounds to 25 pounds. Consumption of fresh apples, the second major fresh fruit, decreased nearly one-fifth to 14.3 pounds, due largely to the abbreviated crop of 1972. Consumption of canned and frozen apples also declined, while apple juice and dried products advanced.



Detailed data regarding per capita consumption of fresh and processed fruit for the 1950 to 1973 period may be found in tables 22 through 28.

Based on preliminary estimates, another sharp advance is in prospect for total fruit consumption during 1974, and use may move to the highest level since the late 1950's. Processed citrus products will account for most of the gain, led as usual by a sharp rise in frozen orange juice concentrates. Though the 1973/74 citrus crop is estimated slightly below last year's record, inventories of products are currently high. The movement of frozen orange juice concentrate so far this season remained good.

Though supplies of citrus products remain ample, stocks of canned deciduous fruits on hand at the beginning of the pack season now starting represent the lowest per capita supplies on record.


CITRUS CONSUMPTION PER PERSON
Fresh-Equivalent Basis
POUNDS
90
60
30
0
Total *
Frozen juice
Fresh
1960
1963
1966
1969
1972
1975
* ALSO INCLUDES CANNED AND CHILLED FRUIT AND JUICE
△ PRELIMINARY
USDA
NEG. ERS 7927 74 (9)

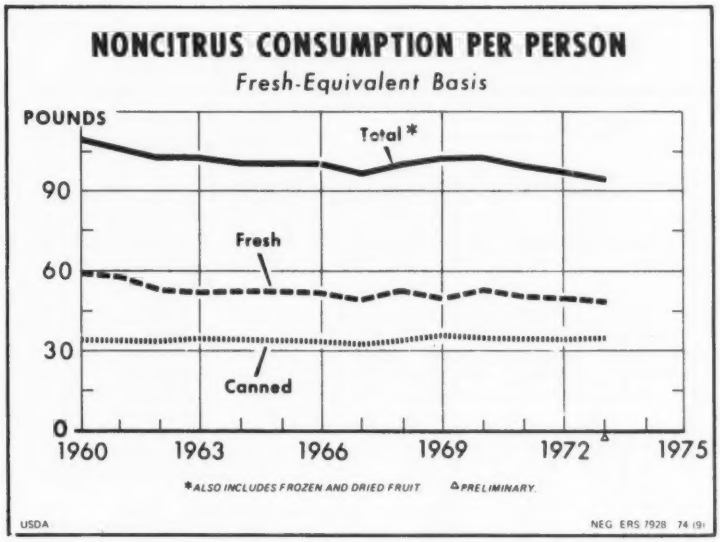

NONCITRUS CONSUMPTION PER PERSON
Fresh-Equivalent Basis
POUNDS
90
60
30
0
Total *
Fresh
Canned
1960
1963
1966
1969
1972
1975
* ALSO INCLUDES FROZEN AND DRIED FRUIT
△ PRELIMINARY
USDA
NEG. ERS 7928 74 (9)

Table 3.—Total noncitrus fruit: Production and utilization, United States, crops of 1960-73[1]

Year	Production[2]	Utilization of sales			
		Fresh		Processed	
		Quantity	Percentage	Quantity	Percentage
	1,000 tons	*1,000 tons*	*Percent*	*1,000 tons*	*Percent*
1960	[3]9,294	3,663	39.4	5,628	60.6
1961	[3]10,014	3,862	38.6	6,146	61.4
1962	10,041	3,845	38.3	6,196	61.7
1963	10,185	3,669	36.0	6,516	64.0
1964	10,827	3,708	34.2	7,043	65.1
1965	11,095	3,658	33.0	7,348	66.2
1966	10,452	3,626	34.7	6,741	64.5
1967	8,979	3,204	35.7	5,697	63.4
1968	10,222	3,568	34.9	6,568	64.3
1969	11,418	3,883	34.0	7,421	65.0
1970	10,088	3,541	35.1	6,449	63.9
1971	10,694	3,568	33.4	7,126	66.6
1972	8,567	3,254	38.0	5,313	62.0
1973[4]	11,094	3,516	31.7	7,578	68.3

[1] Apples (commercial crop), apricots, avocados, cherries (tart and sweet), cranberries, dates, figs, grapes, nectarines, olives, peaches, pears, persimmons, plums, pomegranates, prunes, and strawberries. [2] Having value. Production includes culls and cannery diversion of clingstone peaches not sold. [3] Includes the following amounts of cranberries for which indemnity payment was received (000 tons): 1960—3; 1961—6. [4] Preliminary.

Data prepared from noncitrus fruit production and utilization reports, SRS, USDA.

Table 4.—Production and utilization of apples, avocados, and cranberries, United States, crops of 1969-73

Commodity and year	Production		Utilization						
				Processed (fresh equivalent)					
	Total	Utilized[1]	Fresh	Canned	Juice and cider	Frozen	Dried	Other[2]	Processed[1]
	Thousand tons	*Thousand tons*	*Thousand tons*	*Thousand tons*	*Thousand tons*	*Thousand tons*	*Thousand tons*	*Thousand tons*	*Thousand tons*
Apples:									
1969	3,409.8	3,354.7	1,850.4	699.4	---	111.0	140.1	554.0	1,504.4
1970	3,198.4	3,128.7	1,765.3	579.2	---	89.8	93.5	601.0	1,363.4
1971	3,185.6	3,040.3	1,741.0	546.7	543.4	95.2	47.1	67.0	1,299.4
1972	2,940.6	2,935.0	1,672.4	488.4	514.0	117.6	73.3	69.2	1,262.6
1973	3,109.3	3,102.5	1,729.0	630.2	423.6	127.0	129.2	63.6	1,373.5
Avocados:[3]									
1969	47.0	47.0	47.0	---	---	---	---	---	---
1970	85.8	85.8	85.8	---	---	---	---	---	---
1971	45.3	45.3	45.3	---	---	---	---	---	---
1972	89.1	89.1	89.1	---	---	---	---	---	---
1973	67.1	67.1	67.1	---	---	---	---	---	---
Cranberries:[4]									
1969	91.2	91.2	17.1	---	---	---	---	---	70.6
1970	101.8	92.2	18.4	---	---	---	---	---	70.0
1971	113.2	82.0	20.0	---	---	---	---	---	57.9
1972	103.9	98.8	16.1	---	---	---	---	---	78.4
1973	105.0	100.7	19.9	---	---	---	---	---	73.5

[1] Some totals do not add due to rounding. [2] Apples, include crushed for juice and cider (1969 and 1970) and vinegar, wine, jam, fresh slices for pie making, etc. (1969-73). [3] Some quantities processed are included with fresh to avoid disclosure of individual operations. [4] Utilized cranberries include shrinkage.

Table 5.—Apples, commercial crop[1]: Production, 1972, 1973, and indicated 1974

State and area	1972[2]	1973[2]	1974	State and area	1972[2]	1973[2]	1974
	Million pounds	*Million pounds*	*Million pounds*		*Million pounds*	*Million pounds*	*Million pounds*
Eastern States:				Central States cont'd.:			
Maine	75.0	55.0	70.0	Wisconsin	65.0	50.0	65.0
New Hampshire	55.0	44.0	57.0	Minnesota	26.0	20.0	25.0
Vermont	40.6	28.0	42.0	Iowa	13.3	10.4	11.9
Massachusetts	91.0	76.0	90.0	Missouri	60.0	51.0	51.0
Rhode Island	3.2	4.0	4.0	Kansas	12.0	15.0	11.0
Connecticut	30.0	30.0	40.0	Kentucky	14.1	9.8	15.0
New York	770.0	720.0	820.0	Tennessee	9.2	3.1	7.4
New Jersey	88.0	100.0	100.0	Arkansas	8.6	6.0	7.5
Pennsylvania	400.0	500.0	470.0	Total	1,248.2	851.3	1,136.8
Delaware	11.0	12.0	12.5				
Maryland	66.0	70.0	60.0	Western States:			
Virginia	420.0	400.0	350.0	Idaho	50.0	130.0	95.0
West Virginia	215.0	225.0	180.0	Colorado	11.0	115.0	45.0
North Carolina	245.0	210.0	270.0	New Mexico	2.0	38.0	5.0
South Carolina	20.0	17.0	20.0	Utah	4.0	52.7	34.0
Total	2,529.8	2,491.0	2,585.5	Washington	1,390.0	1,850.0	1,650.0
				Oregon	105.0	167.0	155.0
Central States:				California	530.0	510.0	460.0
Ohio	135.0	100.0	130.0	Total	2,092.0	2,862.7	2,444.0
Indiana	75.0	63.0	63.0				
Illinois	100.0	83.0	80.0	United States	5,870.0	6,205.0	6,166.3
Michigan	730.0	440.0	670.0				

[1] In orchards of 100 or more bearing trees. [2] Excludes unharvested production and excess cullage.

Table 6.—Apples, commercial crop[1]: Production by varieties, United States, 1972, 1973, and indicated 1974

Variety	1972	1973	Indicated 1974
	Million pounds	*Million pounds*	*Million pounds*
Cortland	125.9	125.1	130.8
Delicious	1,729.5	2,167.6	2,058.2
Golden Delicious	922.2	972.6	949.0
Gravenstein	107.2	87.5	79.2
Jonathan	362.5	372.4	371.0
McIntosh	656.7	482.7	660.3
Northern Spy	115.0	78.4	88.0
R. I. Greening	121.9	68.0	122.0
Rome Beauty	459.8	512.3	446.9
Stayman	222.2	236.3	250.8
Winesap	162.3	167.6	142.2
Yellow Newtown	153.4	167.5	151.0
York Imperial	273.9	341.7	236.9
Other	468.8	438.8	480.0
Total[1]	5,881.3	6,218.5	6,166.3

[1] Commercial crops refer to the total production of apples in orchards of 100 or more bearing trees. Data include small quantities of mature fruit not harvested and excess cullage of harvested fruit not included in data in table 5.

Table 7.—Processed apples: Season average price per ton received by growers, by type of use, principal States, 1971-73

Use and State	1971	1972	1973
	Dollars	*Dollars*	*Dollars*
Canning:			
California	59.00	70.00	119.00
Michigan	52.00	66.00	175.00
New York	46.40	60.60	149.00
Pennsylvania	47.60	70.20	140.00
Virginia	49.00	67.60	131.00
Washington	50.30	82.70	123.00
West Virginia	49.00	68.20	140.00
United States	49.40	67.60	139.00
Juice and cider:			
California	54.00	58.00	92.80
Michigan	31.00	47.80	117.00
New York	24.60	53.40	96.20
Pennsylvania	31.80	49.80	84.40
Virginia	30.00	48.40	89.20
Washington	56.80	79.60	100.00
United States	36.10	55.90	95.50
Frozen:			
California	56.00	83.00	---
Michigan	53.00	79.20	206.00
New York	47.80	67.60	157.00
United States	52.20	76.10	172.00
Dried:			
California	45.00	65.00	99.00
Washington	46.20	71.90	102.00
United States	44.40	68.80	106.00

Data from Statistical Reporting Service.

Table 8.—Grapes: Production in principal States, 1972, 1973 and indicated 1974

State	1972	1973	1974	State and variety	1972	1973	1974
	Tons	*Tons*	*Tons*		*Tons*	*Tons*	*Tons*
New York	103,000	128,000	198,000	California:			
New Jersey	600	1,050	950	Wine	630,000	1,022,000	1,250,000
Pennsylvania	37,600	40,000	50,000	Table	274,000	537,000	600,000
Ohio	12,000	13,000	13,000	Raisin	1,362,000	2,353,000	1,950,000
Michigan	53,000	23,500	47,000	Dried[1]	105,000	215,000	---
Missouri	3,600	1,800	1,200	Not dried	926,000	1,386,000	---
North Carolina	2,200	3,400	3,100	All	2,266,000	3,912,000	3,800,000
Georgia-South Carolina	6,450	6,600	6,650				
Arkansas	9,500	8,000	9,000	United States	2,569,650	4,218,150	4,209,400
Arizona	13,600	11,600	12,500				
Washington	62,100	69,200	68,000				

[1] Dried basis 1 ton of raisins is equivalent to 4.15 tons of fresh grapes for 1972 and 4.50 for 1973.

Table 9.—Peaches: Production, 1972, 1973, and indicated 1974

State	1972[1]	1973[1]	1974
	Million pounds	*Million pounds*	*Million pounds*
California:			
Clingstone	1,224.0	1,294.0	1,580.0
Freestone	352.0	420.0	470.0
Total California	1,576.0	1,714.0	2,050.0
Southern States:			
North Carolina	25.0	30.0	20.0
South Carolina	220.0	245.0	215.0
Georgia	190.0	100.0	45.0
Alabama	16.0	7.0	12.0
Mississippi	17.0	10.0	9.0
Arkansas	42.0	36.0	27.0
Louisiana	7.0	6.5	5.6
Oklahoma	6.2	9.2	.5
Texas	29.0	15.0	16.0
Total Southern States	552.2	458.7	350.1
Other States:			
New Hampshire	.7	([2])	([2])
Massachusetts	2.7	4.0	2.0
Rhode Island	.2	([2])	([2])
Connecticut	2.4	4.5	3.3
New York	17.0	15.0	16.0
New Jersey	25.0	92.0	95.0
Pennsylvania	80.0	81.0	100.0
Ohio	1.0	5.0	15.0
Indiana	.4	3.5	2.0
Illinois	12.0	7.0	3.5
Michigan	10.0	50.0	80.0
Missouri	20.1	8.0	3.0
Kansas	1.7	10.0	4.0
Delaware	1.0	2.9	2.0
Maryland	12.5	14.7	18.5
Virginia	22.0	20.0	32.0
West Virginia	13.0	16.0	23.0
Kentucky	5.0	4.0	5.0
Tennessee	8.6	3.7	4.0
Idaho	2.0	.8	10.0
Colorado	7.0	23.1	17.0
Utah	1.5	12.0	16.0
Washington	27.5	43.0	30.0
Oregon	7.0	12.0	11.0
Total other States	280.3	432.2	492.3
United States	2,408.5	2,604.9	2,892.4

[1] Excludes unharvested production and excess cullage. [2] Estimates discountinued.

Table 10.—Pears: Production by States and Pacific Coast, variety composition, 1972, 1973, and indicated 1974

State	1972[1]	1973[1]	1974	Pacific Coast	1972[1]	1973[1]	1974
	Tons	*Tons*	*Tons*		*Tons*	*Tons*	*Tons*
Connecticut	2,000	1,500	1,350	Washington:			
				Bartlett	99,000	122,000	124,000
New York	18,500	12,600	14,000	Other	54,000	63,800	67,000
Pennsylvania	2,950	1,800	3,200	Total	153,000	185,800	191,000
Michigan	22,500	9,500	14,000	Oregon:			
				Bartlett	51,000	71,000	75,000
Idaho	800	1,300	1,050	Other	59,000	98,000	105,000
Colorado	2,780	5,510	5,500	Total	110,000	169,000	180,000
Utah	200	5,830	3,500	California:			
				Bartlett	286,000	317,000	280,000
Washington	153,000	185,800	191,000	Other	9,600	10,300	10,000
Oregon	110,000	169,000	180,000	Total	295,600	327,302	290,000
California	295,600	327,300	290,000	3 States:			
				Bartlett	436,000	510,000	479,000
				Other	122,600	172,100	182,000
United States	608,330	720,140	703,600	Total	558,600	682,100	661,000

[1] Excludes unharvested production and excess cullage.

Table 11.—Cherries: Production by type, 12 States, 1972, 1973, and indicated 1974

State	Sweet			Tart			All varieties		
	1972[1]	1973[1]	1974	1972[1]	1973[1]	1974	1972[1]	1973[1]	1974
	Tons	*Tons*	*Tons*	*Tons*	*Tons*	*Tons*	*Tons*	*Tons*	*Tons*
New York	4,500	3,400	1,200	14,600	10,200	7,200	19,100	13,600	8,400
Pennsylvania	190	660	650	5,550	3,150	5,000	5,740	3,810	5,650
Ohio	---	---	---	400	170	200	400	170	200
Michigan	28,000	16,000	23,000	107,000	58,000	95,000	135,000	74,000	118,000
Wisconsin	---	---	---	4,580	2,400	3,700	4,580	2,400	3,700
5 Great Lake States	32,690	20,060	24,850	132,130	73,920	111,100	164,820	93,980	135,950
Montana	1,200	2,510	2,000	---	---	---	1,200	2,510	2,000
Idaho	600	1,500	1,900	---	---	---	600	1,500	1,900
Colorado	150	560	250	500	1,000	1,150	650	1,560	1,400
Utah	---	6,500	6,000	650	8,500	7,400	650	15,000	13,400
Washington	21,200	45,500	38,000	---	---	---	21,200	45,500	38,000
Oregon	19,200	37,000	37,000	900	3,600	3,800	20,100	40,600	40,800
California	20,000	40,000	25,000	---	---	---	20,000	40,000	25,000
7 Western States	62,350	133,570	110,150	2,050	13,100	12,350	64,400	146,670	122,500
12 States	95,040	153,630	135,000	134,180	87,020	123,450	229,220	240,650	258,450

[1] Excludes unharvested production and excess cullage.

Table 12.—Prunes and plums: Production in principal States, 1972, 1973, and indicated 1974

Crop and State	1972	1973	1974
	Tons	*Tons*	*Tons*
Prunes and plums:[1]			
Michigan	14,000	18,000	15,000
Idaho	7,080	8,050	6,000
Washington	12,400	15,600	20,000
Oregon	8,400	23,500	23,000
Total 4 States	41,880	65,150	64,000
Dried prunes:[2]			
California	77,000	203,000	155,000
Plums:			
California	96,000	97,000	130,000
United States (fresh basis)	352,710	750,850	643,500

[1] Mostly prunes, however, estimates include small quantities of plums in all States. Unharvested production and excess cullage are excluded in 1972 and 1973. [2] In California the drying ratio is 2.79:1 for 1972 and 2.90:1 for 1973.

Table 13.—Cranberries: Production in principal States, 1970-73, and indicated 1974

State	1970[1]	1971[1]	1972[1]	1973[1]	1974[2]
	1,000 barrels	*1,000 barrels*	*1,000 barrels*	*1,000 barrels*	*1,000 barrels*
Massachusetts	957	1,072	819	901	890
New Jersey	179	237	196	228	230
Wisconsin	702	742	805	756	900
Washington	138	145	154	118	120
Oregon	61	69	104	97	95
5 States	2,037	2,265	2,078	2,100	2,235

[1] Includes cranberries put in set aside under the Cranberry Marketing Orders and quantities not utilized. [2] Indicated.

Table 14.—U.S. exports of selected noncitrus fruits, fresh and canned, by destinations, 1969/70-1973/74 seasons

Item and season[1]	Canada	Europe				Other	Total
		United Kingdom	Original EC[2]	Other	Total		
	1,000 bushels[3]	*1,000 bushels*[3]	*1,000 bushels*[3]	*1,000 bushels*[3]	*1,000 bushels*[3]	*1,000 bushels*[3]	*1,000 bushels*[3]
Fresh fruit:							
Apples:							
1969/70	949	311	44	371	726	1,001	2,676
1970/71	1,041	245	4	273	522	835	2,398
1971/72	1,381	292	1	243	536	887	2,804
1972/73	1,347	374	203	517	1,094	1,114	3,555
1973/74	2,132	60	2	362	424	1,688	4,244
Pears:							
1969/70	870	14	10	275	299	342	1,511
1970/71	491	15	2	200	217	213	921
1971/72	697	23	9	234	266	288	1,251
1972/73	696	8	15	160	183	312	1,191
1973/74	1,001	12	82	291	385	531	1,917
			1,000 equivalent cases 24 No. 2½'s				
Canned fruit:							
Peaches:							
1969/70	1,081	60	2,289	774	3,123	791	4,995
1970/71	1,005	43	1,853	683	2,579	126	3,710
1971/72	909	6	1,044	422	1,472	264	2,645
1972/73	923	11	1,007	340	1,358	366	2,647
1973/74	970	100	905	487	1,492	357	2,819
Fruit cocktail:							
1969/70	857	181	1,052	480	1,713	236	2,806
1970/71	709	117	513	402	1,032	198	1,939
1971/72	745	73	339	370	782	192	1,719
1972/73	746	196	573	407	1,176	309	2,231
1973/74	821	274	638	496	1,408	403	2,632
Pineapple:							
1969/70	154	88	775	305	1,168	49	1,371
1970/71	124	72	1,190	255	1,517	87	1,728
1971/72	161	100	831	138	1,069	81	1,311
1972/73	231	66	903	184	1,153	163	1,547
1973/74	197	101	869	169	1,139	157	1,493
Cherries:							
1969/70	5	8	287	7	302	44	351
1970/71	1	6	17	4	27	39	67
1971/72	3	1	16	5	22	39	64
1972/73	23	7	367	3	377	20	420
1973/74	27	7	195	3	205	36	268
Apricots:							
1969/70	62	1	8	15	24	8	94
1970/71	24	(4)	13	9	22	8	54
1971/72	37	1	40	8	49	6	92
1972/73	16	1	101	8	110	9	135
1973/74	29	26	26	13	65	20	114
Pears:							
1969/70	51	1	5	7	13	24	88
1970/71	50	1	156	44	201	24	275
1971/72	36	(4)	131	21	152	31	219
1972/73	35	2	129	26	157	52	244
1973/74	51	3	72	21	96	115	262

[1] Season beginning July 1 for fresh apples, pears and canned cherries, June 1 for other canned items. [2] Belgium-Luxembourg, France, West Germany, Italy and Netherlands. [3] Apples, 42 pounds; pears 45 pounds. [4] Negligible.

Table 15.—Canned fruit: Pack and stocks, 1973/74 and earlier seasons

Commodity	Pack			Stocks			
				Canners		Distributor	
	1971	1972	1973	June 1, 1973	June 1, 1974	June 1, 1973	June 1, 1974
	1,000 24/2½ cases	*1,000 24/2½ cases*	*1,000 24/2½ cases*	*1,000 24/2½ cases*	*1,000 24/2½ cases*	*1,000 24/2½ cases*	*1,000 24/2½ cases*
Canned fruit:							
Apples	2,358	2,162	[1] 3,237	663	1,197	288	391
Applesauce	15,148	11,942	[1] 14,727	3,595	4,738	1,525	1,843
Apricots	[2] 3,262	[2] 3,041	[2] 4,094	[2] 298	[2] 467	402	576
Cherries, tart	1,041	1,299	579	29	9	153	104
Cherries, sweet	536	393	503	190	127	121	121
Citrus sections[3]	2,091	1,956	2,180	938	1,105	[4] 299	[4] 302
Cranberries	3,453	3,501	4,713	n.a.	n.a.	n.a.	n.a.
Mixed fruits[5]	14,813	13,331	14,919	2,646	1,504	1,860	1,861
Peaches:							
Total ex. spiced	25,762	24,016	24,514	1,787	1,592	2,605	1,953
California only:							
Clingstone	21,839	21,233	21,615	1,591	1,387	n.a.	n.a.
Freestone	2,463	1,863	2,306	181	188	n.a.	n.a.
Pears	10,309	9,063	9,841	2,431	1,773	1,377	1,469
Pineapple (Hawaii)	17,705	16,540	14,981	7,012	5,189	2,141	1,339
Purple plums	1,199	394	1,261	57	218	[6] 105	[6] 182

[1] Pack through July 1. [2] California only. [3] Includes grapefruit sections, citrus salad and orange sections. [4] Grapefruit sections. [5] Includes fruit cocktail, fruits for salads and mixed fruits, [6] Plums.

n.a.—Data not available.

Table 16.—Canned fruit juices: Pack and stocks, 1973/74, and earlier seasons

Commodity	Pack			Stocks				
				Canners[1]			Distributors	
	1971/72	1972/73	1973/74	July 29, 1972	July 28, 1973	July 27, 1974	June 1, 1973	June 1, 1974
	1,000 24/2 cases	*1,000 24/2 cases*	*1,000 24/2 cases*	*1,000 24/2 cases*	*1,000 24/2 cases*	*1,000 24/2 cases*	*1,000 24/2 cases*	*1,000 24/2 cases*
Canned juices:								
Apples	13,696	13,832	[3] 14,027	[2] 3,861	[2] 4,226	[3] 5,351	n.a.	n.a.
Blended orange and grapefruit	1,984	2,135	[3] 1,782	596	698	788	212	189
Grapefruit	26,777	28,262	[3] 20,575	7,408	8,170	9,114	1,260	1,388
Orange	13,853	17,053	[3] 10,829	3,370	5,093	4,417	871	880
Tangerine	16	24	18	4	9	10	n.a.	n.a.
Pineapple	13,641	12,328	11,350	[4] 8,210	[4] 4,495	[4] 4,707	851	603
Pineapple concentrate, s.s. basis	10,268	7,812	11,133	[4] 8,889	[4] 7,029	[4] 7,726	n.a.	n.a.

[1] Canners stocks of citrus juices are Florida only. [2] Data through June 1. [3] Florida pack only through July 27. [4] July 1 stocks.

Canners stock and pack from National Canners Association, Florida Canners Association, and Pineapple Growers Association of Hawaii. Distributors' stocks from Bureau of the Census.

n.a.—Data not reported.

Table 17.—Frozen fruits and berries: Packs and cold storage holdings, 1973 and earlier seasons

Commodity	Pack			Stocks		
	1971	1972	1973	July 31		
				1972	1973	1974
	1,000 pounds	*1,000 pounds*	*1,000 pounds*	*1,000 pounds*	*1,000 pounds*	*1,000 pounds*
Apples and applesauce	96,999	130,377	135,086	42,721	33,737	73,277
Apricots	10,977	15,512	16,534	17,175	16,981	16,267
Cherries, tart	159,408	145,570	109,368	[1] 99,672	[1] 74,912	[1] 60,171
Cherries, sweet	2,568	3,266	5,209			
Grapes	5,761	5,333	4,145	2,623	1,763	2,100
Peaches	59,924	46,316	81,388	21,425	8,274	25,270
Plums	[2] 3,666	[2] 5,075	[2] 6,121	([3])	([3])	([3])
Prunes	---	---	---	([3])	([3])	([3])
Purees, noncitrus	16,331	10,582	12,228	([3])	([3])	([3])
Blackberries[4]	30,087	23,888	11,435	12,491	8,682	10,718
Blueberries	30,441	30,932	44,376	11,057	16,240	21,808
Boysenberries	6,245	6,203	6,275	5,041	6,378	6,042
Raspberries, black	3,635	3,876	2,684	2,660	2,354	2,416
Raspberries, red	24,467	20,485	26,625	20,389	25,581	26,779
Strawberries	199,399	146,842	168,552	168,235	193,682	205,399
Other fruits and berries	15,570	17,805	20,138	91,941	106,828	107,745
Total	665,478	612,062	650,164	495,430	495,412	557,992

[1] Tart and sweet cherries stocks combined. [2] Includes prunes. [3] Included with "other fruits and berries." [4] Includes olallieberries.

Pack data from the American Frozen Food Institute. Stocks from Statistical Reporting Service.

Table 18.—Citrus fruit: Production, 1971/72, 1972/73, and indicated 1973/74

Crop	1971/72	1972/73	1973/74
	1,000 tons	*1,000 tons*	*1,000 tons*
Oranges	8,237	9,739	9,476
Grapefruit	2,623	2,676	2,673
Lemons	634	844	661
Limes	44	44	42
Tangelos	176	158	185
Tangerines	221	223	189
Temples	239	230	239
Total	12,174	13,914	13,465

Table 19.—Citrus fruits: Production, 1971/72, 1972/73 and indicated 1973/74, by States[1]

Crop and State	1971/72	1972/73	1973/74
	1,000 boxes[2]	*1,000 boxes*[2]	*1,000 boxes*[2]
Oranges:			
Early, Midseason and Navel varieties:[3]			
California	22,300	18,700	22,000
Florida	68,800	90,000	92,100
Texas	3,800	5,000	4,300
Arizona	900	1,060	400
Total	95,800	114,760	118,800
Valencias:			
California	21,100	23,400	20,000
Florida	68,200	79,700	74,000
Texas	2,000	2,400	2,300
Arizona	4,000	4,000	3,000
Total	95,300	109,500	99,300
All oranges:			
California	43,400	42,100	42,000
Florida	137,000	169,700	166,100
Texas	5,800	7,400	6,600
Arizona	4,900	5,060	3,400
Total oranges	191,100	224,260	218,100
Grapefruit:			
Florida, all	47,000	45,400	48,000
Seedless	36,100	35,200	38,000
Pink	12,300	11,700	12,000
White	23,800	23,500	26,000
Other	10,900	10,200	10,000
Texas	9,200	11,800	10,700
Arizona	2,540	2,640	2,000
California	5,400	5,800	4,300
Desert Valleys	3,200	3,000	2,400
Other areas	2,200	2,800	1,900
Total grapefruit	64,140	65,640	65,000
Lemons:			
California	13,600	17,600	14,500
Arizona	3,080	4,600	2,900
Total lemons	16,680	22,200	17,400
Limes:			
Florida	1,100	1,100	1,050
Tangelos:			
Florida	3,900	3,500	4,100
Tangerines:			
Florida	3,200	3,000	2,800
Arizona	570	530	400
California	1,260	1,600	1,100
Total tangerines	5,030	5,130	4,300
Temples:			
Florida	5,300	5,100	5,300

[1] The crop year begins with bloom of the first year and ends with completion of harvest the following year. [2] Net content of box varies. Approximate averages are as follows: Oranges-California and Arizona, 75 lbs.; other States, 90 lbs.; Grapefruit-California, Desert Valleys, and Arizona, 64 lbs.; other California areas, 67 lbs.; Florida, 85 lbs. and Texas, 80 lbs.; Lemons-76 lbs.; Limes-80 lbs.; Tangelos-90 lbs.; Tangerines-California and Arizona, 75 lbs.; Florida, 95 lbs.; and Temples-90 lbs. [3] Navel and miscellaneous varieties in California and Arizona. Early and Midseason varieties in Florida and Texas, including small quantities of tangerines in Texas.

Table 20.—Frozen concentrated citrus juice: Florida canners' stocks, packs, supplies, and movement, current season with comparisons

Item and season	Carryin	Pack		Imports		Supply		Movement		Stocks[1]
		To date[1]	Total season	To date[1]	Total season	To date[1]	Total season	To date[1]	Total season	
	1,000 gallons	*1,000 gallons*	*1,000 gallons*	*1,000 gallons*	*1,000 gallons*	*1,000 gallons*	*1,000 gallons*	*1,000 gallons*	*1,000 gallons*	*1,000 gallons*
Orange:										
1971/72	22,568	134,226	134,229	8,019	11,668	164,813	168,465	94,187	140,465	70,626
1972/73	28,000	175,295	176,073	2,462	4,101	205,757	208,174	112,345	159,743	93,412
1973/74	48,431	171,846		4,225		224,502		119,946		104,556
Grapefruit:										
1971/72	1,148	8,798	8,798	---	---	9,946	9,946	4,724	7,115	5,222
1972/73	2,831	8,658	8,658	---	---	11,489	11,489	5,521	7,908	5,968
1973/74	3,581	9,026		---	---	12,607		5,378		7,229
Tangerine:										
1971/72	307	1,220	1,220	---	---	1,527	1,527	1,227	1,319	300
1972/73	208	1,072	1,072	---	---	1,280	1,280	980	1,069	300
1973/74	211	1,019	1,019	---	---	1,230	1,230	715		515

[1] For 1973/74 season, week ending August 10; 1972/73, August 11; and 1971/72, August 5. These respective dates include data through the 36th week of each season.

Compiled from Florida Canners Association reports.

Table 21.—Tree nuts: Production in principal States, 1972, 1973, and indicated 1974

Crop and State	1972	1973	1974	Crop and State	1972	1973	1974[1]
	Tons	*Tons*	*Tons*		*Tons*	*Tons*	*Tons*
Almonds:				Pecans:			
California	125,000	134,000	180,000	North Carolina	250	800	
				South Carolina	50	1,000	
Filberts:				Georgia	24,000	50,000	
Oregon	9,600	11,700	n.a.	Florida	3,200	3,300	
Washington	550	550	n.a.	Alabama	10,000	20,500	
2 States	10,150	12,250	n.a.	Mississippi	3,500	11,000	
				Arkansas	900	3,000	
Walnuts, English:				Louisiana	6,000	20,000	
California	116,000	173,000	140,000	Oklahoma	2,100	14,000	
Oregon	800	1,000	1,200	Texas	37,500	10,000	
2 States	116,800	174,000	141,200	New Mexico	4,050	4,250	
				Total	91,550	137,850	
Macadamia nuts:							
Hawaii	7,224	6,555	5,500	Improved varieties[2]	44,495	72,000	
				Native and seeding	47,055	65,850	
				Total 5 tree nuts	350,724	464,655	

[1] Available September 11. [2] Budded, grafted, or topworked varieties.

n.a.—Data no available temporarily.

Table 22.—Fruits, per capita consumption: Fresh-weight equivalent, average 1950-54 and 1955-59, annual 1960-73[1]

Year	Citrus						Apples						Other fruit						All fruit[4]
	Fresh[2]	Canned[2]	Canned juice[2]	Chilled[3]	Frozen	Total	Fresh[4]	Canned	Canned juice	Frozen	Dried	Total	Fresh	Canned	Canned juice	Frozen	Dried	Total	
	Pounds	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*
1950-54 av.	43.7	1.7	17.9	---	19.8	83.1	22.2	3.6	0.9	0.5	1.0	28.2	45.2	19.6	6.7	2.5	12.7	86.8	198.0
1955-59 av.	36.6	1.9	13.7	3.1	30.5	85.8	20.3	4.4	1.1	.7	.8	27.3	40.1	19.9	8.6	3.1	11.5	83.2	196.2
1960	33.7	2.0	11.6	4.4	34.2	85.9	18.3	4.8	1.4	.7	.8	26.0	41.4	19.3	9.0	3.1	10.8	83.6	195.5
1961	30.8	1.8	10.7	3.7	32.1	79.1	16.4	5.0	1.5	.6	.8	24.3	41.4	19.4	8.0	3.2	10.4	82.4	185.8
1962	29.5	1.9	10.5	4.5	37.2	83.6	17.4	4.8	1.6	.5	.8	25.1	36.5	18.8	8.0	3.5	10.6	77.4	186.1
1963	22.1	1.3	10.7	3.5	25.1	62.7	16.7	5.1	1.9	.7	.9	25.3	35.7	19.0	9.6	3.5	10.2	78.0	166.0
1964	26.2	1.7	8.7	3.5	23.5	63.6	17.9	5.1	2.3	.7	.6	26.6	34.7	18.6	8.3	3.3	10.2	75.1	165.3
1965	29.1	1.8	8.1	4.4	29.6	73.0	16.3	5.4	2.4	.8	.7	25.6	35.7	18.8	7.6	3.3	10.4	75.8	174.4
1966	29.1	2.0	9.5	7.1	28.0	75.7	16.1	4.5	1.8	.7	.9	24.0	36.3	18.7	8.5	3.2	10.6	77.3	177.0
1967	31.6	2.2	11.1	9.3	40.0	94.2	16.2	5.1	2.1	.9	1.0	25.3	33.2	18.0	7.0	3.3	10.4	71.9	191.4
1968	26.2	2.1	10.5	8.9	34.3	82.0	15.7	4.9	2.6	.8	.9	24.9	36.3	17.9	8.0	3.4	9.9	75.5	182.4
1969	28.2	1.7	14.6	8.7	34.5	87.7	14.9	5.0	3.7	.9	1.1	25.6	35.6	20.1	8.0	3.3	9.6	76.6	189.9
1970	28.6	1.8	13.4	9.8	41.4	95.0	18.3	5.2	4.1	.8	1.2	29.6	34.3	18.9	7.7	2.9	9.4	73.2	197.8
1971	29.2	2.0	15.1	9.8	41.2	97.3	16.2	5.0	5.0	.9	.7	27.8	34.4	17.8	7.4	3.2	9.4	72.2	197.3
1972	27.3	1.7	16.7	10.6	40.9	97.2	17.4	4.8	4.0	1.1	.5	27.8	32.4	17.7	6.7	3.1	8.5	68.4	193.4
1973[5]	27.5	1.7	16.1	10.7	48.5	104.5	14.3	4.7	4.2	1.0	.8	25.0	33.8	17.7	8.0	3.0	7.2	69.7	199.2

[1] Excludes quantities consumed as baby food. Unless otherwise noted, data represent a calendar year (adjustments to a calendar year, when necessary, were made by combining proportional parts of each pack year involved). Civilian consumption only. Beginning 1960, includes Alaska and Hawaii. [2] Crop and pack year beginning October or November prior to year indicated. [3] 1955-59 average includes juice beginning 1955 and fruit beginning 1956. [4] Includes only apples grown in commercial areas. [5] Preliminary.

Note: See September 1970 (TFS-176) *Fruit Situation* for annual data prior to 1960.

Table 23.—Fresh fruit: Per capita consumption, fresh weight basis, average 1950-54 and 1955-59, annual 1960-73[1]

Year	Citrus fruits							Apples	Other fruits			
	Oranges	Tangerines	Tangelos	Lemons	Limes	Grapefruit	Total citrus		Apricots	Avocados	Bananas	Cherries
	Pounds	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*
1950-54 av.	27.1	2.1	---	3.8	0.15	10.5	43.7	22.2	0.4	0.5	20.1	0.7
1955-59 av.	21.3	1.7	[2]0.14	3.1	.14	10.2	36.6	20.3	.3	.6	17.8	.5
1960	19.3	1.2	.2	2.9	.12	10.0	33.7	18.3	.21	.4	20.5	.4
1961	16.1	1.8	.2	2.8	.12	9.8	30.8	16.4	.20	.6	20.0	.5
1962	15.6	1.6	.4	2.8	.11	9.0	29.5	17.4	.20	.5	16.4	.5
1963	11.9	.9	.3	2.5	.13	6.4	22.1	16.7	.16	.6	16.7	.4
1964	14.3	1.4	.3	2.6	.12	7.5	26.2	17.9	.20	.3	16.9	.6
1965	16.4	1.5	.4	2.4	.14	8.3	29.1	16.3	.10	.6	17.9	.4
1966	16.4	1.4	.5	2.3	.12	8.4	29.1	16.1	.17	.8	18.3	.5
1967	18.0	1.6	.6	2.3	.10	9.0	31.6	16.2	.11	.5	18.3	.5
1968	14.1	1.2	.6	2.2	.14	8.0	26.2	15.7	.11	.7	18.5	.5
1969	16.3	1.3	.5	2.1	.15	7.8	28.2	14.9	.11	.5	17.9	.6
1970	16.3	1.2	.6	2.1	.17	8.2	28.6	18.3	.14	.8	17.6	.6
1971	16.1	1.4	.7	2.2	.16	8.6	29.2	16.2	.14	.5	18.2	.7
1972	14.6	1.3	.8	1.8	.19	8.6	27.3	17.4	.08	.9	18.1	.3
1973[3]	15.0	1.2	.7	1.9	.19	8.5	27.5	14.3	.09	.6	18.4	.7

Year	Other fruits (continued)											Total
	Cranberries	Figs	Grapes	Nectarines	Peaches	Pears	Pineapples	Papayas	Plums and prunes	Strawberries	Total other	
	Pounds	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*
1950-54 av.	0.3	0.04	5.4	0.2	9.7	4.0	0.5	---	1.8	1.5	45.2	111.1
1955-59 av.	.3	.03	4.3	.3	8.8	3.5	.6	---	1.6	1.5	40.1	96.9
1960	.24	.02	3.9	.5	9.5	2.6	.6	.06	1.2	1.3	41.4	93.4
1961	.29	.02	3.5	.6	9.7	2.6	.4	.08	1.3	1.6	41.4	88.6
1962	.28	.02	4.0	.5	8.1	2.6	.4	.07	1.3	1.6	36.5	83.4
1963	.22	.02	4.0	.6	7.6	2.0	.4	.06	1.3	1.6	35.7	74.5
1964	.22	.02	3.6	.7	6.0	2.4	.5	.09	1.5	1.7	34.7	78.8
1965	.19	.02	3.9	.7	6.8	1.8	.5	.08	1.4	1.3	35.7	81.1
1966	.17	.02	3.8	.7	6.2	2.4	.5	.08	1.2	1.4	36.3	81.5
1967	.14	.01	3.1	.5	4.9	1.8	.5	.10	1.3	1.5	33.2	81.0
1968	.15	.02	3.4	.6	6.6	2.0	.5	.10	1.3	1.8	36.3	78.2
1969	.17	.01	3.1	.6	6.8	2.3	.6	.08	1.1	1.7	35.6	78.7
1970	.18	.01	2.5	.6	5.7	2.1	.7	.12	1.5	1.8	34.3	81.2
1971	.20	.01	2.1	.6	5.7	2.3	.7	.10	1.3	1.9	34.4	79.8
1972	.15	.03	1.8	.8	4.1	2.4	.8	.11	1.1	1.7	32.4	77.1
1973[3]	.19	.04	2.4	.8	4.4	2.4	.9	.14	1.2	1.6	33.8	75.6

[1] All data on calendar-year basis with exception of citrus fruits, which start October or November prior to year indicated. Civilian consumption only. Beginning 1960, includes Alaska and Hawaii. [2] Three-year average. [3] Preliminary.

Note: See September 1970 (TFS-176) *Fruit Situation* for annual data prior to 1960.

Table 24.—Canned and chilled fruit: Per capita consumption, product weight basis, average 1950-54, and 1955-59, annual 1960-73[1]

Year	Canned fruit														Chilled citrus sections[2]
	Apples and apple-sauce	Apricots	Berries	Cherries	Cran-berries	Figs	Salad and cocktail	Peaches (in-cluding spiced)	Pears	Pineapple	Plums and prunes	Olives	Citrus sections	Total	
	Pounds	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*
1950-54 av.	2.5	1.0	0.4	1.5	.8	0.14	2.2	5.3	1.6	3.2	0.4	0.8	0.9	20.7	---
1955-59 av.	3.1	1.0	.3	1.3	.8	.13	2.6	5.7	1.8	3.3	.4	.8	1.0	22.3	[3]0.2
1960	3.4	1.1	.20	1.1	.6	.09	2.7	6.1	2.0	3.2	.3	.8	1.0	22.6	.4
1961	3.6	1.2	.18	1.2	1.0	.08	2.7	6.2	1.8	3.1	.2	1.0	.9	23.2	.4
1962	3.4	.9	.19	1.2	.8	.08	2.8	6.4	2.1	2.8	.4	.8	.9	22.8	.4
1963	3.6	1.1	.14	1.0	.8	.07	2.8	6.6	2.0	3.2	.3	.8	.6	23.0	.3
1964	3.7	1.0	.14	1.3	.7	.07	2.6	6.6	1.6	3.2	.3	1.0	.8	23.0	.4
1965	3.8	1.1	.14	1.1	.8	.09	2.9	6.7	1.9	3.1	.3	.7	.9	23.5	.3
1966	3.3	1.1	.16	1.0	.8	.09	3.0	6.2	1.9	3.1	.4	.8	1.0	22.9	.5
1967	3.7	.9	.18	.8	.8	.07	2.7	6.1	1.8	3.1	.4	.9	1.1	22.6	.5
1968	3.5	.9	.14	.7	.9	.07	2.8	5.7	1.4	3.7	.3	.7	1.1	21.9	.4
1969	3.6	.9	.13	1.0	.8	.04	3.2	6.9	2.0	3.4	.3	1.2	.8	24.2	.4
1970	3.7	1.0	.10	.9	.9	.05	3.2	5.9	2.0	3.3	.3	1.1	.9	23.3	.4
1971	3.6	1.0	.11	.9	.8	.04	2.7	5.4	2.0	3.3	.3	.9	.9	21.9	.3
1972	3.5	.7	.12	.8	.8	.09	2.6	5.7	2.0	3.4	.2	.7	.8	21.4	.3
1973[4]	3.4	.8	.13	.8	1.0	---	3.0	4.9	2.2	3.5	.2	.7	.8	21.4	.3

[1] Civilian consumption only. Beginning 1960. Includes Alaska and Hawaii. [2] Produced commercially in Florida. [3] Four-year average.

Note: See September 1970 (TFS-176) *Fruit Situation* for annual data prior to 1960.

Table 25.—Canned and chilled fruit juices (excluding frozen): Per capita consumption, product weight basis, average 1950-54 and 1955-59, annual 1960-73[1]

Year	Canned														Chilled[2]		
	Citrus							Apple	Fruit nectars	Grape	Pineapple		Prune	Total	Orange	Grapefruit	Total
	Orange	Grapefruit	Blended orange and grapefruit	Lemon and lime	Tangerine	Citrus concentrate[3]	Total				Single strength	Concentrate[3]					
	Pounds	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*
1950-54 av.	3.39	2.21	1.00	0.08	0.16	1.69	8.54	0.56	0.70	0.66	2.47	---	0.90	13.83	---	---	---
1955-59 av.	2.48	1.93	.65	.12	.08	1.42	6.65	.72	1.13	.76	2.42	[4]1.12	1.08	13.43	1.44	[5]0.05	1.47
1960	2.12	1.51	.51	.13	.07	1.45	5.79	.89	1.06	.76	2.15	1.25	1.06	12.96	2.10	.02	2.12
1961	1.70	1.39	.45	.13	.06	1.52	5.25	.95	.52	.71	2.07	1.19	1.05	11.74	1.65	.03	1.68
1962	1.92	1.48	.47	.13	.06	1.05	5.11	1.05	.52	.65	2.09	1.18	1.06	11.66	2.19	.08	2.27
1963	1.69	1.30	.42	.13	.04	1.70	5.28	1.21	.36	.63	2.61	1.74	1.11	12.94	1.14	.03	1.17
1964	1.17	1.09	.30	.11	.04	1.61	4.32	1.49	.28	.65	1.97	1.64	1.11	11.46	1.29	.07	1.36
1965	1.24	1.39	.30	.10	.02	.97	4.02	1.53	.38	.74	1.84	1.19	1.16	10.86	1.90	.05	1.95
1966	1.53	1.73	.34	.10	.02	.99	4.71	1.17	.40	.63	1.92	1.73	1.10	11.66	3.04	.14	3.18
1967	1.57	2.33	.39	.10	.02	1.08	5.49	1.35	.39	.67	1.76	.96	1.09	11.71	4.15	.23	4.38
1968	1.19	2.22	.32	.10	.01	1.35	5.19	1.69	.37	.55	2.14	1.51	.75	12.20	3.96	.24	4.20
1969	1.30	2.94	.33	.10	.01	2.55	7.23	2.41	.41	.54	1.61	1.83	1.10	15.13	3.87	.30	4.17
1970	1.75	2.98	.33	.10	.01	1.45	6.62	2.67	.70	.58	1.60	1.37	1.11	14.65	4.35	.34	4.69
1971	1.60	3.27	.30	.10	.005	2.18	7.45	3.25	.68	.70	1.55	1.20	1.09	15.92	4.35	.43	4.78
1972	1.47	3.28	.25	.10	.01	3.24	8.35	2.63	.56	.54	1.68	1.12	.67	15.55	4.58	.62	5.20
1973[6]	1.67	3.46	.23	.11	.003	2.52	7.99	2.77	.60	.61	2.04	1.29	1.00	16.30	4.70	.55	5.25

[1] Civilian consumption only. Calendar-year basis except for citrus juices which are on a pack-year basis beginning prior to year indicated. Beginning 1960, includes Alaska and Hawaii. [2] Chilled fruit juice produced commercially from fresh fruit in Florida; does not include reconstituted frozen juice or fresh juice produced for local sale. [3] Single-strength equivalent. [4] Three-year average. [5] Four-year average. [6] Preliminary.

Note: See September 1970 (TFS-176) *Fruit Situation,* for annual data prior to 1960.

Table 26.—Frozen fruit: Per capita consumption, product weight basis, average 1950-54 and 1955-59, annual 1960-73[1]

Year	Black-berries	Blue-berries	Rasp-berries	Straw-berries	Other berries	Apples	Apricots	Cherries	Grapes and pulp	Peaches	Miscel-laneous[2]	Total
	Pounds	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*
1950-54 av.	0.08	0.10	0.18	1.19	0.11	0.27	0.04	0.59	[3]0.05	0.18	0.12	2.89
1955-59 av.	.09	.14	.20	1.53	[3].14	.41	.04	.63	.09	.22	.22	3.68
1960	.14	.10	.21	1.28	.12	.40	.07	.71	.03	.24	.20	3.50
1961	.10	.16	.20	1.38	.08	.37	.06	.64	.12	.27	.19	3.57
1962	.14	.19	.17	1.42	.11	.32	.06	.74	.08	.30	.23	3.76
1963	.14	.21	.17	1.56	.09	.41	.07	.71	.08	.32	.14	3.90
1964	.12	.18	.17	1.31	.07	.44	.06	.62	.12	.24	.26	3.59
1965	.07	.19	.13	1.39	.07	.45	.06	.78	.06	.32	.16	3.68
1966	.07	.15	.15	1.40	.03	.39	.10	.74	.05	.30	.17	3.55
1967	.12	.17	.17	1.40	.07	.55	.10	.54	.05	.30	.23	3.70
1968	.17	.25	.18	1.42	.12	.49	.08	.53	.12	.29	.19	3.84
1969	.14	.21	.14	1.42	.10	.54	.06	.60	.07	.29	.20	3.77
1970	.11	.21	.16	1.18	.06	.48	.06	.61	.03	.26	.17	3.33
1971	.17	.18	.16	1.40	.07	.54	.07	.68	.01	.25	.16	3.69
1972	.11	.19	.12	1.37	.06	.67	.05	.64	.01	.32	.15	3.69
1973[4]	.08	.16	.10	1.19	.05	.62	.08	.82	.04	.23	.16	3.53

[1] Civilian consumption only. Beginning 1960, includes Alaska and Hawaii. [2] Includes plums, prunes, pineapple, noncitrus purees, and miscellaneous fruits and berries. [3] Four-year average. [4] Preliminary.

Note: See September 1970 (TFS-176) *Fruit Situation* for annual data prior to 1960.

Table 27.—Frozen citrus juices: Per capita consumption, product weight and single strength basis, average 1950-54 and 1955-59, annual 1960-73[1]

Year	Orange		Grapefruit		Blend		Lemon	
	Product weight	Single strength	Product weight	Single strength	Product weight	Single strength	Product weight	Single strength
	Pounds	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*
1950-54 av.	2.65	9.32	0.06	0.22	0.04	0.14	0.07	0.13
1955-59 av.	3.96	13.94	.14	.51	.04	.14	.10	.25
1960	4.43	15.62	.16	.56	.03	.11	.12	.35
1961	4.34	15.30	.14	.49	.01	.04	.05	.13
1962	5.10	17.98	.16	.56	.01	.04	.05	.13
1963	3.36	11.84	.12	.42	.01	.04	.06	.16
1964	3.00	10.58	.13	.46	.004	.014	.05	.15
1965	4.00	14.10	.15	.53	.01	.04	.05	.13
1966	3.82	13.47	.16	.56	.003	.011	.04	.09
1967	5.53	19.49	.22	.78	.002	.007	.05	.13
1968	4.83	17.03	.15	.53	.001	.004	.04	.09
1969	4.88	17.20	.14	.49	.001	.004	.04	.09
1970	5.85	20.62	.21	.74	.001	.004	.03	.06
1971	5.77	20.34	.23	.81	.001	.004	.03	.06
1972	5.62	19.81	.29	1.02	.001	.004	.04	.09
1973[3]	6.79	23.93	.33	1.16	([2])	([2])	.03	.06

Year	Lemonade base		Limeade		Tangerine		Total	
	Product weight	Single strength	Product weight	Single strength	Product weight	Single strength	Product weight	Single strength
	Pounds	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*
1950-54 av.	0.31	0.23	---	---	[4]0.02	[4]0.09	3.14	10.11
1955-59 av.	.64	.48	0.05	0.18	.04	.15	4.97	15.64
1960	.76	.56	.04	.14	.04	.14	5.58	17.48
1961	.61	.45	.04	.14	.05	.18	5.24	16.73
1962	.48	.36	.04	.14	.08	.28	5.92	19.49
1963	.44	.33	.02	.07	.05	.18	4.06	13.04
1964	.51	.38	.06	.21	.05	.18	3.80	11.96
1965	.51	.38	.02	.07	.05	.18	4.79	15.43
1966	.44	.33	.02	.07	.05	.18	4.53	14.70
1967	.48	.36	.03	.11	.05	.18	6.36	21.05
1968	.41	.30	.02	.07	.04	.14	5.49	18.16
1969	.39	.29	.02	.07	.04	.14	5.51	18.28
1970	.33	.24	.03	.11	.05	.18	6.50	21.95
1971	.35	.26	.04	.14	.05	.18	6.47	21.79
1972	.37	.27	.04	.14	.05	.18	6.41	21.51
1973[3]	.47	.35	.02	.07	.05	.18	7.69	25.75

[1] Civilian consumption. Beginning 1960, includes Alaska and Hawaii. Product weight includes concentrated and single strength juices. Concentrated fruit juices converted to single strength on basis of 3.525 pounds to 1; lemonade base, 0.84 to 1 through 1952 and 0.74 beginning 1953. [2] Negligible. [3] Preliminary. [4] Three-year average.

Note: See September 1970 (TFS-176) *Fruit Situation* for annual data prior to 1960.

Table 28.—Dried fruit: Per capita consumption, product weight basis, pack years, average 1950-54 and 1955-59 annual 1960-73[1]

Pack year	Apples	Apricots	Dates[2]	Figs	Peaches	Pears	Prunes[3]	Raisins and currants	Total
	Pounds	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*
1950-54 average	0.12	0.12	0.51	0.32	0.11	0.009	0.92	1.75	3.86
1955-59 average	.10	.08	.49	.32	.07	.007	.75	1.59	3.42
1960	.10	.07	.45	.34	.06	.006	.62	1.42	3.07
1961	.09	.07	.34	.33	.05	.003	.62	1.60	3.10
1962	.12	.05	.36	.26	.06	.004	.68	1.47	3.00
1963	.08	.06	.37	.30	.05	.003	.58	1.49	2.93
1964	.09	.06	.31	.27	.04	.003	.67	1.45	2.89
1965	.09	.06	.31	.33	.05	.001	.59	1.54	2.97
1966	.15	.06	.31	.27	.04	.001	.54	1.64	3.01
1967	.10	.05	.31	.20	.03	.003	.56	1.52	2.77
1968	.11	.06	.27	.25	.03	.001	.66	1.44	2.82
1969	.18	.05	.21	.16	.004	.001	.57	1.47	2.64
1970	.11	.06	.28	.23	.02	.002	.68	1.34	2.72
1971	.06	.07	.31	.19	.02	.005	.59	1.35	2.59
1972	.08	.05	.29	.10	.03	.004	.54	.97	2.06
1973[4]	.14	.05	.37	.20	.02	.007	.55	1.01	2.35

[1] Production begins midyear. Civilian consumption only. Beginning 1959, includes Alaska and Hawaii. [2] Pits-in basis. [3] Excludes quantities used for juice. [4] Preliminary.

Note: See September 1970 (TFS-176) *Fruit Situation* for annual data prior to 1960.

LIST OF TABLES

Table	Title	Page
1	U.S. noncitrus fruit: Production, 1972, 1973, and indicated 1974	4
2	Apples: Regional production, 1972, 1973, and indicated 1974	5
3	Total noncitrus fruit: Production and utilization, United States, crops of 1960-73	16
4	Production and utilization of apples, avocados, and cranberries, United States, crops of 1969-73	16
5	Apples, commercial crops: Production, 1972, 1973, and indicated 1974	17
6	Apples, commercial crops: Production by varieties, United States, 1972, 1973, and indicated 1974	17
7	Processed apples: Season average price per ton received by growers, by type of use, principal States, 1971-73	18
8	Grapes: Production in principal States, 1972, 1973, and indicated 1974	18
9	Peaches: Production, 1972, 1973, and indicated 1974	19
10	Pears: Production by States and Pacific Coast, variety composition, 1972, 1973, and indicated 1974	20
11	Cherries: Production by types, 12 States, 1972, 1973, and indicated 1974	20
12	Prunes and plums: Production in principal States, 1972, 1973, and indicated 1974	21
13	Cranberries: Production in principal States, 1970-73, and indicated 1974	21
14	U.S. exports of selected noncitrus fruits, fresh and canned, by destinations, 1969/70-1973/74 seasons	22
15	Canned fruit: Pack and stocks 1973/74 and earlier seasons	23
16	Canned fruit juices: Pack and stocks, 1973/74 and earlier seasons	23
17	Frozen fruits and berries: Pack and cold storage holdings, 1973 and earlier seasons	24
18	Citrus fruit: Production, 1971/72, 1972/73 and indicated 1973/74	24
19	Citrus fruits: Production, 1971/72, 1972/73, and indicated 1973/74, by States	25
20	Frozen concentrated citrus juice: Florida canners' stocks, packs, supplies, and movement, current season with comparisons	26
21	Tree nuts: Production in principal States, 1972, 1973, and indicated 1974	26
22	Fruit, per capita consumption fresh-weight equivalent, average 1950-54 and 1955-59, annual 1960-73	27
23	Fresh fruit: Per capita consumption, fresh weight basis, average 1950-54 and 1955-59, annual 1960-73	28
24	Canned and chilled fruit: Per capita consumption, product weight basis, average 1950-54 and 1955-59, annual 1960-73	29
25	Canned and chilled fruit juices (excluding frozen): Per capita consumption, product weight basis, average 1950-54 and 1955-59, annual 1960-73	30
26	Frozen fruit: Per capita consumption, product weight basis, average 1950-54 and 1955-59, annual 1960-73	31
27	Frozen citrus juices: Per capita consumption, product weight and single strength basis, average 1950-54 and 1955-59 annual 1960-73	32
28	Dried fruit: Per capita consumption, product weight basis, pack years, average 1950-54 and 1955-59, annual 1960-73	33

FRESH THOMPSON SEEDLESS GRAPES—PRICES, COSTS, AND MARGINS

by

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ABSTRACT: The retail value of Thompson Seedless grapes sold in Chicago and New York City increased an average of 73 cents per lug per year between 1964 and 1973. The wholesale and retail margin increased 40 cents per lug per year; rail transportation costs went up 3 cents; harvesting and packing costs rose 9 cents; and grower returns rose 21 cents. Transportation's share of the retail value decreased slightly. Other market shares, including the grower's share, changed little.

KEY WORDS: Grapes, retail price, costs, margins, grower returns.

Grapes, one of the principal fruits in the United Statess, ranked first among noncitrus fruits in farm value. Utilized grape production in 1973 had a farm value of $671 million, 36 percent of the value of all noncitrus fruits.

Commercial grape production is reported for 13 States. California produces the most—around 90 percent of the U.S. crop each season (table 1). In 1973, of the 4.2 million tons of grapes produced, California accounted for 93 percent. California produced three types of grapes—table, wine, and raisin. Some of each type are used in the fresh market.

Per capita consumption of fresh grapes has trended downward in recent years. The average person in the United States consumed an estimated 2.4 pounds of fresh grapes in 1973, compared with 3.5 pounds 10 years earlier.

Raisin-type grapes, of which Thompson Seedless are the most important, accounted for 60-68 percent of the California grape crop in each of the last 10

Table 1.—Grapes: Production and fresh use, California and United States, 1964-73

Season	Production				Total	Fresh use		
	California		Other States			U.S. crop	California crop	
	Amount	Percentage of total	Amount	Percentage of total			All varieties	Raisin varieties
	1,000 tons	*Percent*	*1,000 tons*	*Percent*	*1,000 tons*	*Percent*	*Percent*	*Percent*
1964	3,145	90	333	10	3,478	16	17	11
1965	3,975	92	351	8	4,326	14	14	10
1966	3,400	91	333	9	3,733	16	17	12
1967	2,700	88	362	12	3,062	15	16	13
1968	3,255	92	294	8	3,549	16	16	12
1969	3,595	92	303	8	3,898	14	15	11
1970	2,763	89	356	11	3,119	13	14	9
1971	3,534	88	463	12	3,997	10	11	8
1972	2,266	88	304	12	2,570	14	14	12
1973	3,912	93	306	7	4,218	10	10	5

seasons. Most raisin-type grapes each season are either dried for raisins or crushed for wine. From 1964 to 1969, only 10-13 percent of the raisin grape crop each season was used fresh. Since then, increased demand for wine and raisins has sharply reduced the quantity of such grapes used fresh—to only 5 percent of the 1973 crop. Practically all raisin-type grapes sold fresh are Thompson Seedless.

This article discusses prices, marketing costs, margins, grower returns, and production costs for fresh Thompson Seedless grapes. Data used are from a continuing costs and margins project on fruit and vegetables.

Procedures Explained

Thompson Seedless grapes were priced at two marketing levels—California shipping points and retail in Chicago and New York City. Retail prices were collected monthly by the Bureau of Labor Statistics in a sample of retail stores on Tuesday, Wednesday, and Thursday during the first week of the month containing a Tuesday. The shipping point price used is an average of daily prices for the week preceding the retail pricing week. Shipping point prices are reported by the Federal-State Market News Service. Monthly retail and shipping point prices are weighted by monthly carlot unloads of California grapes in Chicago and New York City to obtain the average price for the season (July-October).

The retail value of a lug of Thompson Seedless grapes is the return to the retailer for salable grapes (retail price minus 9 percent allowance for spoilage loss during the marketing process). Transportation costs are based on rail rates from Fresno, Calif., to Chicago and New York City. Harvesting and packing costs are reported by the California Agricultural Extension Service. Grower returns are derived from the shipping point price by deducting harvesting and packing costs. The wholesale and retail margin is derived by deducting the shipping point price plus transportation costs from the retail value. This margin represents payment for wholesaling (assembly and warehousing), intra-city transportation, and retailing. These functions may be performed by one of more firms. Production costs are based on sample costs reported by the California Agricultural Extension Service.

Marketing Costs Up—Market Shares Unchanged

The retail price of Thompson Seedless grapes increased sharply between 1964 and 1973. The U.S. average retail price was 57.3 cents per pound in 1973, three-fourths more than 9 seasons earlier. Retail prices went up each season except in 1965, averaging slightly over 2 cents per pound more per year. Retail price increases usually occurred in response to declining supplies of raisin grapes used fresh. However, in 1966, 1968, and 1971, increased supplies did not result in lower retail prices. Figure 1 shows the relationship of U.S. average retail price to the supply of raisin grapes used fresh.

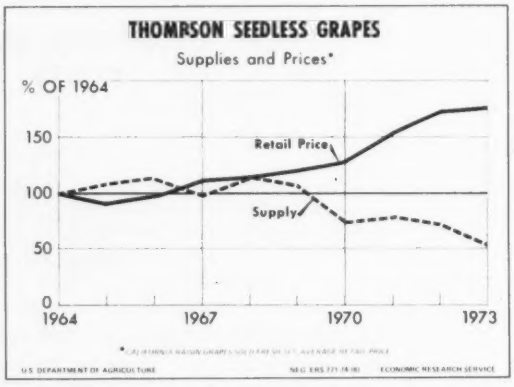

Figure 1

The retail value of a 23-pound equivalent lug of Thompson Seedless grapes sold in Chicago and New York City averaged $12.80 in 1973, 82 percent higher than in 1964 (Figure 2). The wholesale and retail margin averaged $6.66 in 1973, more than double the amount in 1964. Rail transportation costs from California to Chicago and New York City, although unchanged from 1964 to 1967, went up 34 percent between 1967 and 1973. Harvesting and packing costs in California rose from $0.94 to $1.75 from 1964 to 1973, an 86 percent increase. Returns to California growers for grapes shipped to Chicago and New York City increased 41 percent, from $2.53 to $3.57 per lug. Grower returns fluctuated from $1.72 in 1965 and 1969 to $4.20 in 1972.

A simple trend line fitted to the data in Figure 2 indicates that the retail value of Thompson Seedless grapes sold in Chicago and New York City increased an average of 73 cents per lug per year since 1964. During the same period, the wholesale and retail margin increased 40 cents per lug per year; rail transportation costs rose 3 cents; harvesting and packing costs went up 9 cents; and grower returns went up 21 cents.

The market share of the retail value going for transportation costs decreased on the average about one-third of a percentage point per year during 1964-73. The percentage of the retail value going to other market factors and to growers did not show any significant trend over the period. For the 10 seasons, the wholesale and retail margin averaged 49 percent of the retail value, transportation costs 8 percent, harvesting and packing costs 14 percent, and grower returns 29 percent.

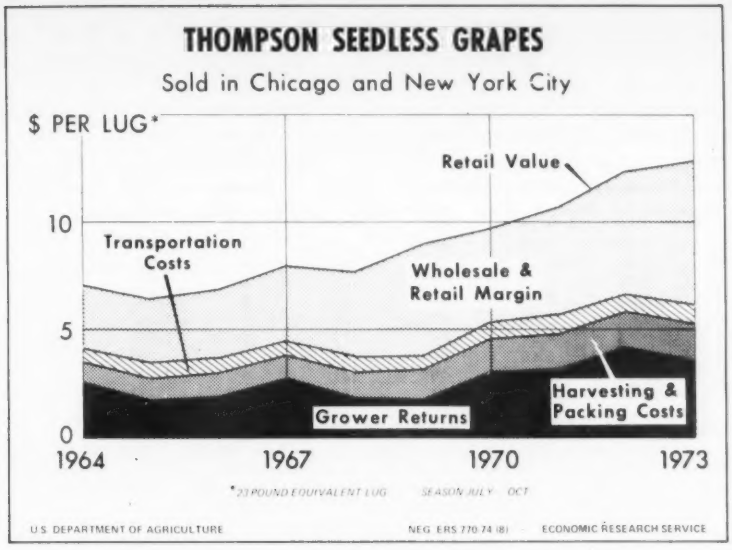

Figure 2

Retail Price Higher in New York City

Consumers in New York City paid a much higher average price for Thompson Seedless grapes each year than did Chicago consumers (tables 2 and 3). Price differences between the two cities ranged from 1.5 cents to 9.6 cents per pound. Rail transportation charges to the two cities were essentially the same. Higher retail prices were associated with a larger wholesale and retail margin in New York City each season. The margin was 25-35 percent larger in New York City than in Chicago in 7 of the 10 seasons.

A simple trend line fitted to the data in tables 2 and 3 indicates that both the retail value and the wholesale and retail margin increased faster on the average in New York City than in Chicago. The wholesaler's and retailer's share of the retail value was larger in New York City—by 2 to 12 percentage points. Growers received a smaller share of the retail value of grapes sold in New York City—1 to 8 percentage points less. For the 10 seasons, wholesalers's and retailer's share of the retail value averaged 44 percent in Chicago and 50 percent in New York City. The grower's share averaged 32 and 28 percent, respectively.

Table 2.—Grapes, Thompson Seedless: Seasonal average prices, margins, costs, and returns, Chicago, 1964-73[1]

Season	Retail price per pound	Retail value per lug[2]	Wholesale and retail margin		Transportation costs[3]		Harvesting and packing costs[4]		Grower returns[5]	
			Per lug	Percentage of retail value	Per lug	Percentage of retail value	Per lug	Percentage of retail value	Per lug	Percentage of retail value
	Cents	*Dollars*	*Dollars*	*Percent*	*Dollars*	*Percent*	*Dollars*	*Percent*	*Dollars*	*Percent*
1964	31.5	6.59	2.42	37	.60	9	.94	14	2.63	40
1965	29.2	6.10	2.78	45	.60	10	.98[6]	16	1.74	29
1966	30.3	6.33	2.80	44	.60	10	1.03	16	1.90	30
1967	36.7	7.68	3.29	43	.60	8	1.14[6]	15	2.65	34
1968	32.7	6.84	3.06	45	.63	9	1.24	18	1.91	28
1969	39.0	8.16	4.47	55	.64	8	1.34[6]	16	1.71	21
1970	42.3	8.86	3.58	40	.71	8	1.46	17	3.11	35
1971	46.6	9.75	4.05	41	.77	8	1.55[6]	16	3.38	35
1972	53.4	11.18	4.56	41	.79	7	1.64	15	4.19	37
1973	54.1	11.33	5.37	47	.81	7	1.75[6]	16	3.40	30

[1] 4-month weighted average (July-October), 23 pounds equivalent net weight per lug. [2] Returns to retailer for salable grapes (9-percent allowance for loss incurred during marketing process.) [3] Rail charges from Fresno, California. [4] Sample harvesting, hauling and packing costs for California Thompson Seedless grapes, reported by the California Agricultural Estension Service. [5] Returns to California growers (F.o.b. shipping point price minus harvesting, hauling, and packing costs), does not include returns from cull grapes sold. [6] Estimated.

Table 3.—Grapes, Thompson Seedless: Seasonal average prices, margins, costs, and returns, New York City, 1964-73[1]

Season	Retail price per pound	Retail value per lug[2]	Wholesale and retail margin		Transportation costs[3]		Harvesting and packing costs[4]		Grower returns[5]	
			Per lug	Percentage of retail value	Per lug	Percentage of retail value	Per lug	Percentage of retail value	Per lug	Percentage of retail value
	Cents	*Dollars*	*Dollars*	*Percent*	*Dollars*	*Percent*	*Dollars*	*Percent*	*Dollars*	*Percent*
1964	34.4	7.19	3.15	44	.61	8	.94	13	2.49	35
1965	31.0	6.48	3.17	49	.61	9	.98[6]	15	1.72	27
1966	33.7	7.05	3.50	50	.61	9	1.03	14	1.91	27
1967	38.2	8.01	3.64	45	.61	8	1.14[6]	14	2.62	33
1968	38.9	8.14	4.63	57	.63	8	1.24	15	1.64	20
1969	45.0	9.42	5.70	61	.66	7	1.34[6]	14	1.72	18
1970	47.0	9.83	4.54	46	.73	7	1.46	15	3.10	32
1971	52.5	10.98	5.49	50	.79	7	1.55[6]	14	3.15	29
1972	61.1	12.79	6.14	48	.81	6	1.64	13	4.20	33
1973	63.7	13.33	7.12	54	.82	6	1.75[6]	13	3.64	27

[1] 4-month weighted average (July-October), 23 pounds equivalent net weight per lug. [2] Returns to retailer for salable grapes (9-percent allowance for loss incurred during marketing process). [3] Rail charges from Fresno, California. [4] Sample harvesting, hauling and packing costs for California Thompson Seedless grapes, reported by the California Agricultural Extension Service. [5] Returns to California growers (F.o.b. shipping point price minus harvesting, hauling, and packing costs), does not include returns from cull grapes sold. [6] Estimated.

California Production Costs Up

The cost of producing a 23-pound equivalent lug of Thompson Seedless grapes in California for table use averaged $1.36 in 1972, 40 percent more than in 1964 (table 4). Labor, the largest single cost component, averaged 50 cents per lug, or more than one-third of total costs in 1972. The next largest component in 1972 was plant costs—primarily depreciation and interest on investment for vines, stakes, and trellis, amounting to 22 cents per lug. Costs of material other than plants were 20 cents per lug; herbicides and insecticides accounted for over 90 percent of this amount. Total equipment costs were about 26 cents per lug. Rent and overhead costs averaged 18 cents.

Relative labor costs declined slightly between 1964 and 1972, from 38 percent to 37 percent of total costs. Relative equipment costs declined also, from 21 percent to 19 percent. Total material costs, however, increased sharply during the period. Herbicides and insecticides, used to reduce labor and equipment costs and increase yields and quality, doubled in costs between 1964 and 1972, increasing their share of total costs from 10 percent to 14 percent. Fertilizer costs made up 1 percent of total costs in both 1964 and 1972.

Table 4.—California Thompson Seedless grapes for table use: Perharvest cost of production, 1964, 1972[1]

Cost item	1972		1964	
	Dollars per 23-lb. lug	*Percent*	*Dollars per 23-lb. lug*	*Percent*
Labor[2]	.501	36.9	.371	38.2
Equipment;				
Fuel and repairs	.038	2.8	.031	3.2
Depreciation	.066	4.9	.051	5.3
Interest on investment	.038	2.8	.026	2.7
Taxes	.059	4.4	.043	4.4
Water pumping	.054	3.9	.048	5.0
Total Equipment	.255	18.8	.199	20.6
Materials;				
Plants[3]	.221	16.3	.149	15.4
Fertilizer	.013	1.0	.010	1.0
Herbicides and insecticides	.184	13.5	.092	9.5
Total Materials	.418	30.8	.251	25.9
Rent	.120	8.8	.103	10.6
Overhead[4]	.065	4.8	.046	4.7
Total Costs	1.359	100.0	.970	100.0

[1] Based on ssmple cost of producing California Thompson seedless grapes for table use reported by the California Agricultural Extension Service. [2] Includes social security and other benefit costs. [3] Depreciation and interest on investment for vines, stakes, and trellis. [4] 59 percent of total costs to cover supervision, interest on operating expenses, and other general expenses.

Prices and Costs to Continue Increasing

Costs of producing and marketing Thompson Seedless grapes are expected to continue rising for the next few years. Shortages of many inputs have resulted in rapidly increasing prices for them. Many materials used in production and marketing are derived from fossil fuels or made with energy produced from these fuels. Because of recent price increases in fossil fuels, prices are increasing for many materials used to produce and market Thompson Seedless grapes. For example, between the second quarter of 1973 and the second quarter of 1974, the index of prices for fuel, power, and light used

in marketing went from 135 to 200 (1967=100) and the index of prices of containers and packaging material increased from 123 to 145. Prices of these inputs and others—such as labor, rent, and taxes—are expected to continue rising.

Production and marketing cost increases will result in higher prices for Thompson Seedless grapes. If future price changes are similar to those of the last 10 years, the retail price of the grapes in Chicago and New York City would reach 76 cents per pound, or nearly $16 per lug, by 1978. This assumes conditions similar to those of the last 10 years. Higher retail prices will probably be passed back through the marketing system with higher prices at each level. Grower returns, although highly variable, would average $4.60 per lug by 1978. The market shares of the retail value would be expected to show little change.

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